AN HBJ PUBLICATION

OCTOBER 1985/$2.00

WEEDS TREES & TURF

The Magazine of Landscape and Golf Course Management Since 1962

Condominium Landscape Maintenance

The Future of Computers in the Green Industry

Part III: Team Management

Columbia Kentucky bluegrass, by Larry Kassell

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We were helping LCOs stay ahead of the pack before there was a pack.

Back when you could count lawn care operators on one hand, Dow perfected a highly effective insecticide for use in turf. Research showed that this insecticide, called chlorpyrifos, gave immediate control over a broad spectrum of surface feeding insects. And it kept on controlling them for weeks.

That was the start of DURSBAN* insecticides. They were developed and registered for turf applications before any other use. And as the lawn care profession grew, the reputation of DURSBAN spread. LCOs across the country, looking for cost-effective insect control, have found the answer in DURSBAN.

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DURSBAN insecticides. Developed for lawn care operators—preferred by lawn care operators. Available as emulsifiable concentrates or wettable powders. If you're not using DURSBAN, you could get left behind. Talk to your distributor today.

DURSBAN*

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OCTOBER, 1985 VOLUME 24, NUMBER 10

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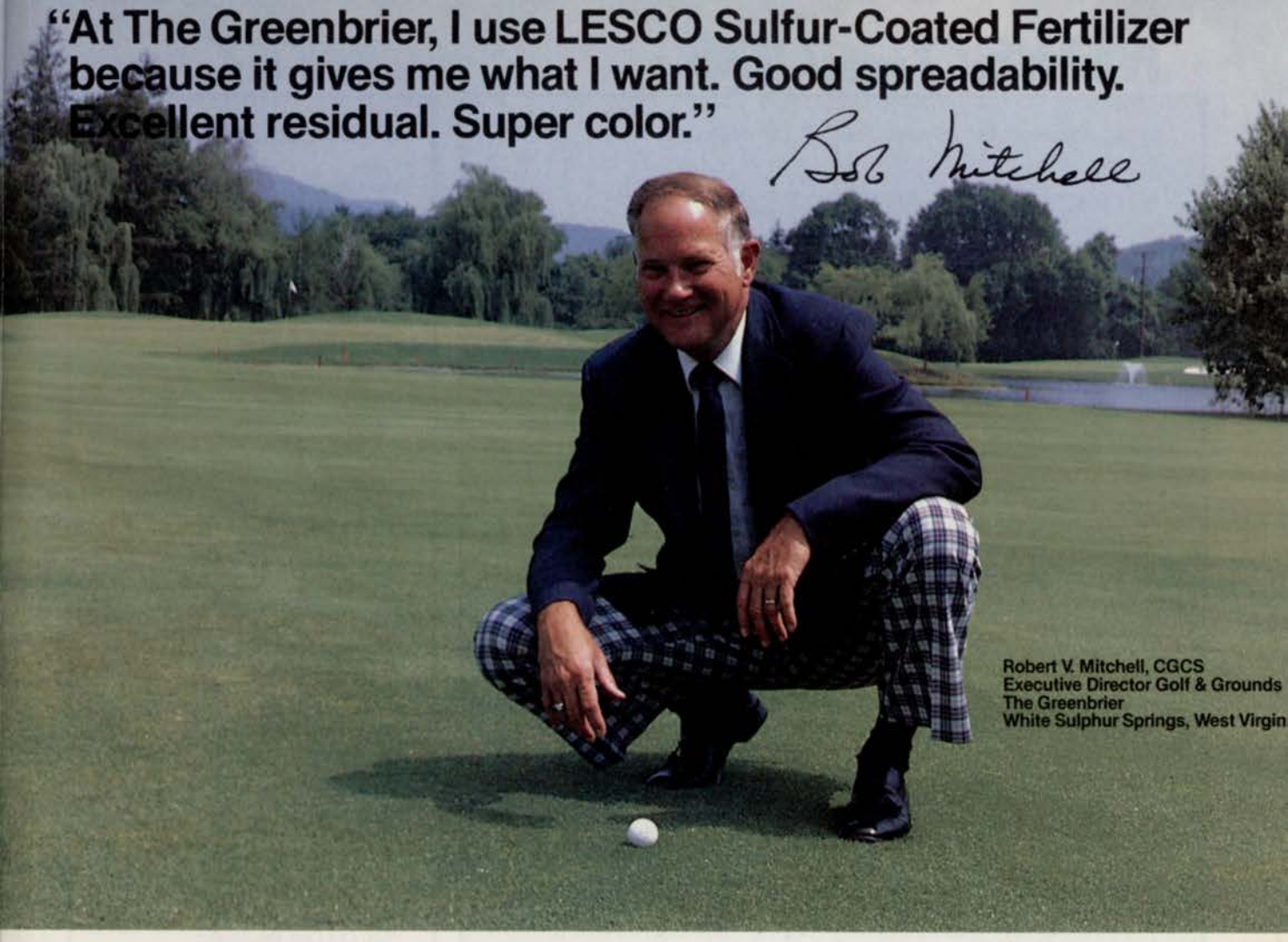

With responsibility for three championship 18-hole golf courses at a top resort, Bob Mitchell must have confidence in the fertilizer he buys and the company he buys it from. Confidence is just one more reason he uses LESCO Sulfur-Coated Fertilizer on all 54 fairways.

The 28-3-9 formulation used at The Greenbrier is a 100% sulfur-coated product. Its long residual, slow-release action is perfect for Mitchell's fall fertilization program. His nitrogen application schedule begins in late summer and ends in late fall.

"The three to four pounds we put on in the fall carry us through winter, spring and summer. And the color of the fairways is better than ever experienced with other products. I attribute it to the sulfur-coated fertilizer."

Another benefit is the sulfur in the LESCO fertilizer.

"The sulfur has given us something we didn't realize we needed. I know turfgrass needs a lot more sulfur than most people think."

As host to more than 60,000 rounds of golf a year, it's important Bob Mitchell chooses the best fairway fertilizer. It's important at any golf course.

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by the Editorial Staff, *Weeds Trees & Turf* magazine

Videotaped landscape tips

A new videotape seminar for landscape maintenance contractors—"How to Make Money in the Landscape Maintenance Business"—is available from The Idea Bank of Tempe, Ariz.

The 2½-hour program, developed from a slide-illustrated presentation recorded by Joe Marsh for the National Landscape Association's annual conference, is designed exclusively for owners and managers of landscape maintenance firms.

The topics include: how to find and train new employees; saving money on equipment maintenance; how to lower your labor costs with chemicals and specialized equipment; and organizing your company for profitable growth.

Marsh includes information gained from 10 years experience in landscape maintenance. The videotape seminar is available on two VHS cassettes.

Drought woes when it rains

The rains came, and all's well (or at least almost so) in the Delaware River basin. But the New Jersey green industry, which suffered its second drought in five years, still isn't convinced it dealt with the resulting state-imposed irrigation restrictions as well as it should have.

"What it has done is open our eyes," says Ed Walsh of the Ridgewood Country Club. Walsh is a member of the Golf Course Superintendent's Association of New Jersey (GCSANJ) which, during the '81 drought, combined with the state golf association to put a lobbyist in Trenton.

The lobbyist "was extremely helpful" getting the golf industry's views heard during this spring's crisis, golf interests tell WT&T. Even so, at the height of the drought, irrigation of golf courses, considered a "non-essential" use of water, was cut back 75 percent.

"Politics are politics," says Walsh. "We've got to get the right club members and politically influential people to listen now *before* it becomes a problem again."

Look for GCSANJ and other regional associations to shore up and strengthen political bridges in the face of recurring droughts.

Dwindling numbers concern prof

A drop in the number of college landscape architecture majors is creating a potential shortage of personnel in years to come, says Jot Carpenter, landscape architecture professor at Ohio State University.

Carpenter, writing in the Ohio Chapter of the American Society of Landscape Architects (ASLA) newsletter, says national enrollment figures show a marked decline since 1982.

"At a time when demand for entry level candidates is higher than ever before, such a decline should be of concern to us all," Carpenter says. He adds that a concerted recruiting effort, aimed at quality high school seniors, is needed to make students aware of the "exciting opportunities" in the field.

He faults the Reagan administration for the shortage. "The administration is very anti-environmental," he tells WT&T. "The environment is simply a dead issue," and enrollment in the environmental science fields is declining as a result.

WT&T

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Doug, you say Super Greens Fertilizer works under conditions that can stop others cold. What do you mean? "Cold weather, of course. But also high pH *and* deficiencies in iron or manganese. All or any combination of those conditions."

Let's start with cold weather. What makes Super Greens better? "Super Greens works quickly in cold, wet soils—spring or fall—because most of its nitrogen doesn't depend on temperature-related microbial activity."

How quickly does it work? And what about staying power? "Your greens should respond within five days. And it's got enough kick left to last well into the second month."

Will it push greens? Turn them puffy? "No. Super Greens has the balanced ratio of nitrogen and potassium you're looking for to promote high quality turf."

Let's talk about pH. You say Super Greens performs in high pH conditions. Why? "Because of the unique chemistry of the product and the homogeneity of the granules. If you have a high pH condition because of soil or irrigation water, Super Greens is for you."

What about the iron and manganese. What makes your micronutrients different? "Quantity and chemistry. Super Greens has enough iron and manganese to help overcome deficiencies, including those in sand greens. And both micronutrients are present in forms which make them available to the turf."

When and where does Super Greens work best? "In the Deep South, I'd recommend Super Greens on bermudagrass greens and tees all year long. In the Southeast, it helps keep bentgrass greens active from October through April, and it's great for ryegrass overseeded on bermuda greens and tees. It will also help bring bermudagrass out of dormancy quickly in the spring."

How about the rest of the country? "In cooler climates, superintendents can get earlier green-up in the spring and good strong color on their bentgrass greens through fall and right up to freezing weather."

How does Super Greens compare with competitive products? "In this business, you get cautious about saying that anything is 'the best'. But this fertilizer would have to rank among the very best I've ever seen."

For more information on new Super Greens Fertilizer, call your ProTurf® Tech Rep. Or call Scotts® direct at 800-543-0006.

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"It'll give you quick, healthy green-up under conditions that can stop other fertilizers cold."

Doug Horn, Scotts Research project leader (Fertilizer R&D), talks about new **Super Greens Fertilizer.**

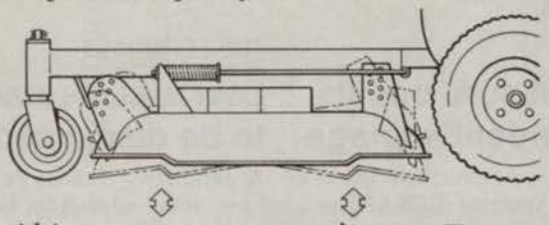
There are few places left whose appearance can't be improved by Toro.

And we'll let Mother Nature deal with those.

But for those places you're responsible for—office parks, recreational areas, residential areas, housing complexes and more—Toro equipment provides the attractive, finished appearance you can build a solid reputation on. And a thriving business.

We know commercial cutters expect more out of a mower than anyone else. So we designed the broadest, most durable line of equipment in the industry—riding and walk mowers; 36", 44" or 52" decks; bagging options, edgers and trimmers, generators, blowers, and more. And because Toro is constantly innovating (to make your job more profitable and your customers happier), we've just introduced two *new* Groundsmaster® riding mowers and two *new* Commercial mid-size walk mowers. The Groundsmaster 117 and 217-D riders are seventeen

horsepower, gasoline and diesel models. They, along with the two new Commercial 110 and 116 midsize walk-behinds, are designed and engineered to provide a quality cut in the most demanding conditions. They all utilize floating cutting units within carrier frames that let you follow the contour of the terrain with minimal scalping. And Toro's grass collection systems and Wind-Tunnel® design let you collect the clippings or discharge them without clumping.



For the best-looking lawns in any conditions, on any terrain, look to Toro. A company that understands that to keep your business growing, you need a reliable partner—Toro commercial equipment. For more information about the complete line of Toro equipment, contact your local distributor or commercial dealer. Or send in the coupon.

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Judge rules for PPPF in Wauconda case

Federal District Court Judge Ilana Rovner has ruled in favor of the Pesticide Public Policy Foundation (PPPF) in its suit against the Village of Wauconda, Ill.

Judge Rovner ruled that Wauconda could not enforce controversial Ordinance No. 1984-0-31, which forced pesticide users to pay a $25 annual fee and post signs after applications.

The decision, rendered on August 14th, comes after nearly one year of litigation between the city and the PPPF, a group of professional pesticide applicators.

In her ruling, Judge Rovner agrees with PPPF's argument that state regulations, specifically the Illinois Pesticide Act of 1979, preempt any ordinances which may be enacted by local communities.

"The ordinance attempts to impose further restrictions on and require an additional permit for pesticide applicators who already are subject to extensive state regulation and licensure," she wrote. "This court finds that the kind of 'uniformity' language found in the Illinois Pesticide Act implies a legislative intent to preempt...the myriad units of local government from adding their own conflicting layers of regulation to the existing comprehensive scheme."

David Dietz

Judge Rovner, however, ruled in favor of Wauconda on another count: she judged the ordinance constitutional because it does not deny due process and equal protection of the laws as guaranteed by the U.S. and Illinois Constitutions.

David Dietz, director of the PPPF, says the decision "should have some precedential value." Currently, several cities, including St. Paul, Minn., and Madison, Wisc., are considering ordinances that would regulate pesticide use on the local level.

"Overall, we're pleased," he tells WT&T of the recent decision. "It reaffirms and confirms our longstanding position that regulatory controls need to be at the federal and state level."

PPPF had argued that local government should not be allowed to regulate pesticide use because:

- the number of local governmental units across the U.S. (there are 8,000) would be "begging chaos;"
- lack of experience with pesticides among those units; and
- the cost involved.

Dietz was disappointed that Judge Rovner did not cite what he felt were PPPF's strongest arguments in her decision—that the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) preempts local jurisdictions from regulating the sale and use of pesticides, and that the ordinance violates the equal protection and due process clauses of the U.S. Constitution.

INDUSTRY

West Coast treemen at top of salary scale

A nation-wide National Arborist Association's (NAA) wage survey shows foreman making an average hourly rate of $10.50 per hour, climbers $7.90, and ground personnel $5.78.

Survey respondents from the West (California, Oregon, Washington, and Hawaii) report the highest wages with foreman making an average of $11.48 per hour, climbers $9.18, and ground personnel $6.83. The Midwest is at the bottom of the scale with foremen averaging $9.14, climbers $7.85, and ground personnel $5.37.

The NAA's *Reporter* newsletter says the range for each classification are: foremen, $5.50 to $22; climbers, $5 to $12.50; and ground personnel, $3.63 to $9.

ASSOCIATION

Moody named PLCAA assistant exec director

The Professional Lawn Care Association of America (PLCAA) has named Douglas K. Moody as its first assistant executive director.

Moody, who began work in September, is vice-president of the New Jersey Turfgrass Association and is also involved with the state's Recreation and Park Association.

PLCAA executive director Jim Brooks says Moody's position was established because of the growth in the lawn care industry and the increased demand for service and assistance by lawn care operators.

A graduate of North Carolina State University, Moody has served nine years as head of the interpretive services division of the Hunterdon (N.J.) County Park systems.

GOLF

ESPN exposure boosts superintendent's image

The Golf Course Superintendent's Association of America (GCSAA) took its message to national television this past August. And may do it again this year. Next year for sure.

Says GCSAA president Eugene Baston, "we received tremendous response from our television spots. I just wish we could afford to do more."

The GCSAA sponsored five 30-second commercials on ESPN, the cable sports network. The spots aired during the PGA Championship and the Buick Open.

The message is: "We're your solid playing partner." The aim, says Baston, "is to let the public know what the golf superintendent's responsibilities are."

The GCSAA received a bonus of sorts when ESPN aired reruns of the tournaments giving the commercials three additional plays.

Superintendents with visions of Hollywood be advised, however. Actors were used in the commercials.

TREE SEMINAR

Law and insurance to be discussed

A seminar, "Trees, People and the Law" is scheduled for Nov. 6-7 in Columbus, Ohio.

Experts in areas of law, insurance, federal taxes and arboriculture will discuss lawns and court cases involving trees. Liabilities of tree consultants, operators, and owners will receive considerable attention. Preceding the 1½-day seminar, a "Basics

Denser, darker green Manhattan II takes the bruises *for* your athlete

What goes up must come down . . . and that goes double for athletes' knees and elbows.

Improved Manhattan II perennial ryegrass has a built-in cushion developed through genetic improvement. The greater tiller density of Manhattan II takes the punishment athletes dish out, then springs back to retain its great-

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Manhattan II also provides a darker green color than the old standard Manhattan; improved disease resistance, drought and shade tolerance as well as fertilizer savings.

Manhattan II was developed to save on maintenance costs . . . but the *real* saving is on knees and elbows!

"Fall on the leader"

Manhattan II

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of Tree Evaluation" review will be offered.

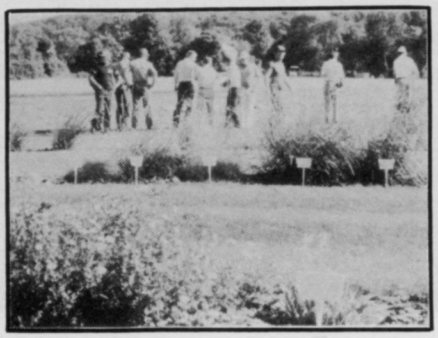
For more information, contact Alan D. Cook, The Dawes Arboretum, 7770 Jacksontown Rd. SE, Newark, Ohio, 48055. Phone number is (614) 323-2355.

RESEARCH

150 turn out for field day

More than 150 turf-related professionals turned out for the recent Lofts Inc. Annual Field Day in Martinsville, N.J.

Speakers included Dr. Henry Indyk and Dr. C. Reed Funk from Rutgers University, Dr. Al Turgeon from Tru-Green, Dr. Richard Hurley of Lofts, and Maria Cinque of Cornell University.



Attendees included landscape architects, landscapers, park managers, county agricultural agents, automated lawn dealers, university researchers, and members of the press.

To receive advance notice of next year's Field Day, contact Lofts by writing Chimney Rock Road, Bound Brook, N.J., 08805 or phone (201) 356-8700.

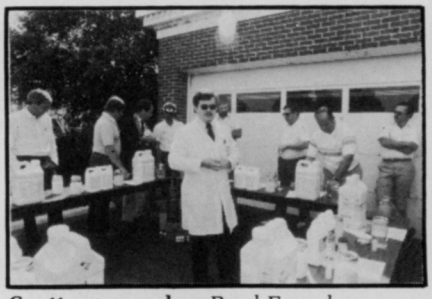
INDUSTRY

Scotts plays host to lawn care VIPs

The Lawncare Service Group of the O.M. Scott & Sons Co. entertained 22 management representatives of the nation's major lawn care companies this summer.

The "Green Carpet Tour" lasted three days and gave participants the opportunity to visit Scotts research facilities in Marysville, Ohio.

Among the Proturf products spotlighted were SREF (Slow Release Encapsulated Fertilizer), Fluid Fungicide, Weedgrass Control 60 WDG, Turf Weedgrass Control, and Southern Weedgrass Control.



Scotts researcher *Paul Ferrel conducts "hands-on" demonstration at the company's "Green Carpet Tour."*

RESEARCH

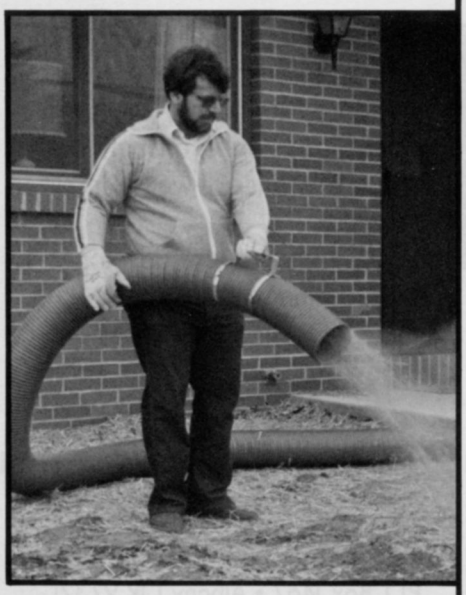
De Lalio installs new test plots

De Lalio Sod Farms, Shoreham, Long Island, N.Y., installed 24 test plots last spring to determine early green-up and late green or fall brown-out characteristics.

Seeding was supervised by Warren Bidwell.

The varieties were given evaluation three times on a basis of color,

The Mulching Solution.



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Mulch where you want it.
With the Bale Chopper you can blow mulch evenly over large areas with the 30′, 6″ diameter flexible hose or the 180° rotating directional blower.

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The Bale Chopper shreds and applies mulch to newly seeded lawns, strawberry beds, bedding plants, around trees and shrubbery, or in rows. The Bale Chopper also shreds paper, leaves, and grass.

Mobile Mulching.
The gas model (shown in photograph) operates independently and can be used from a truck bed. The PTO model mounts quickly to your tractor or can be used on a trailer.

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Take our famous homogenous granules, for instance. Each contains a special chemical combination of nitrogen, phosphorous and potash, plus secondary and trace elements. So every plant comes into contact with every vital element, plus you get more even plant-food distribution, more economically.

Our sulphur-coated urea blends, on the other hand, let you custom-tailor a lawn care program to meet your customer's needs. You can control the time of greening, as well as the length, to keep profitability at a maximum.

Quick green up...extended feeding.

The secret is our exclusive "C.I.L. Prilled S.C.U." Its consistent, round granular size results in a more even breakdown of nitrogen, plus you get a high sulphur content. Your customers' lawns show lush results fast—and stay green for as long as 3 months or more!

No turf is too tough for Lebanon's products.

We have more than three dozen standard fertilizer, sulphur-coated urea blends and fertilizer/chemical control products to solve just about any turf problem. But soil conditions vary, and so do your customers' requirements. Just tell us what you need, and we'll be happy to put our more than 35 years' experience to work to meet your needs. We can formulate an exclusive blend just for your company that will coax the kind of turf you want, when you want it.

Service that's ahead of the competition.

It can help put you ahead of your competition, too. From custom-designed turf care programs to a solid nationwide distribution network, **Lebanon** can assure you of knowledgeable, prompt service. And our entire range of proven top-performance products are developed to help you give your customers better lawn care where it counts. From the ground up.

Call us today...and start getting what you need.

We'll send you a free copy of our agronomy manual at no obligation. And we'll tell you how we can start giving you and your customers better quality turf from the ground up. Call our **Greenline** today at 1-800-233-0628; in Pennsylvania, 717-273-1687.

The GREENLINE

Lebanon
TOTAL TURF CARE
A division of Lebanon Chemical Corporation
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density, and overall condition. According to personnel at De Lalio's, first-year data will not "become meaningful" for two to three years.

The entire project was organized by Turf-Seed, Inc., Hubbard, Ore.

SEED

Peterson to market 'Classic' bluegrass

Classic, the new Kentucky bluegrass variety reported in national tests for the past five years under the pre-commercial code name "225," is ready for distribution this fall, according to its marketer, Peterson Seed Co., Savage, Minn.

Classic, a Category I Kentucky bluegrass, is a highly apomictic, first-generation hybrid first bred by Dr. C. Reed Funk of Rutgers University.

INDUSTRY

NACA pushes co-op buying in Southeast

The National Alliance of Clubs Association (NACA) says it can save private clubs money through cooperative buying.

The Tallahasee-based company began its membership drive in August and hopes to attract 80 clubs in Florida, Georgia, and Alabama by next fall. The incentive is lower prices through manufacturer group-buying arrangements. NACA reportedly has agreements with about 25 suppliers for everything from seed and fertilizer to cash registers and catering.

"We are a multi-club manager of independent clubs," says NACA president Ken Creely. "Our spectrum of service goes beyond golf course equipment."

"Our studies show that independent clubs are going to have a tough time in the next 10 to 15 years," adds NACA vice president David Pavesic. Cooperative buying, Pavesic feels, will help clubs control costs and hold the line on membership fees.

EQUIPMENT

Slight decline in equipment shipments

"Consistent with an outlook for economic slowdown, Outdoor Power Equipment Institute members anticipate a slight decline in product shipments for 1986," says a report from the Bolens Corp.

In its 1986 outlook survey, Bolens says that "ride-on products are forecast to decrease approximately four percent while walk-behind units are expected to show a two-percent decline."

Shipments of rear-engine riding mowers are expected to reach 359,000 units in 1985, along with 5.125 million walk-behind rotary mowers. Commercial turf maintenance is expected to be responsible for the purchase of 120,000 walk-behind rotaries, 12,000 riding rotaries, and 3,300 riding reel mowers in 1985.

According to the Bolens report, walk-behind units should reach sales of 134,700 to the turf care industry in 1989 while riding units will reach sales of 19,000.

"Commercial turf care members expect a slight improvement in shipment levels for the 1986 model year," the report concludes. "Increases of 1.5 percent and 7.5 percent for commercial walk-behind mowers and riding reel mowers are forecast, respectively. Riding rotary turf mowers are expected to decrease slightly."

Twenty-three OPEI members responded to a questionnaire sent out last March.

EDUCATION

Stauffer/PLCAA effort scores big

Stauffer Chemical and the Professional Lawn Care Association of America (PLCAA) scored a promotional touchdown on their first joint play from scrimmage.

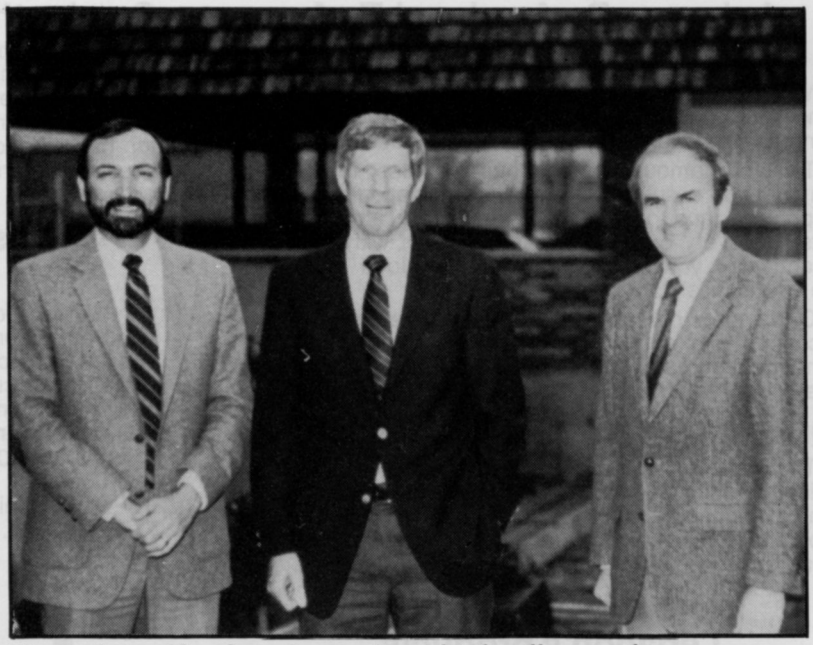
That touchdown was the "hundreds" of favorable newspaper articles generated by a combined Stauffer/PLCAA publicity campaign to promote professional lawn services.

Stauffer's Greg Bushman says his company "has received several hundred phone calls and letters from lawn care operators regarding the program." Surprising? "No," says Bushman, marketing manager for the company's Specialty Products group. "But we're gratified with the response."

The unveiling of a press kit titled "The Case For Professional Lawn Care" kicked off the campaign at the PLCAA convention in Tampa last November.

The kit, provided to lawn care operators with instructions on gaining local publicity, outlines topics ranging from weed and insect problems to the dangers of unlicensed lawn care companies. In addition, Stauffer is funding seasonal mailings of lawn care articles to 1,300 daily and weekly newspapers.

The articles are informational. They do not tout the products of any particular industry supplier.



Warren's Turf headquarters *in Crystal Lake, Ill., grew this summer. The expansion houses the additional data processing equipment and personnel the company needs in its growing turfgrass sod and seed operations. Shown here (left to right) are: Mike Holmes, Warren's general manager; Bill Curran, Warren's president; and Walt Pemrick, Warren's operations manager.*

Palm Desert Greens Country Club is positive proof.

Maintaining one of the heaviest played executive golf courses in Southern California is a challenging job. An average of 290 rounds of golf a day puts tough demands on the turf, and on the irrigation system. That's why golf course superintendent Robert Stuczynski recently installed Weather-matic rotary pop-up sprinklers to upgrade the system at the Palm Desert Greens Country Club.

Stuczynski was won away from a brand he's used for more than a decade by Weather-matic's high quality design and features. The exclusive adjustable armspring allows fine-tuning while the sprinkler is on or off, and *stays* adjusted once set — a must for handling Palm Desert's exacting schedule of watering or fertilizing.

Weather-matic impact drive, rotary pop-up sprinkler heads are available in rugged cast aluminum alloy and high impact plastic housings for your long-range or medium-range needs — from golf courses, parks and athletic fields to commercial use.

Designed for years of dependable service, they offer many outstanding features. Like the backsplash control arm on K-50/80 and PK-50/80. And the optional check valve, available on PK models, to prevent backflow in low areas and damaging line surge. Plus only Weather-matic can help reduce your inventory with interchangeable parts for plastic and metal housings.

When you team up our rotary pop-up sprinklers, controllers and valves, you have a combination that can't be beat. Just ask Stuczynski. He's now finalizing a plan to changeover the entire Palm Desert system to Weather-matic. Because Weather-matic works. Write or call for all the details.

You can't beat the system.

Sprinkler Division/Telsco Industries
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LAWN AND TURF IRRIGATION

Circle No. 143 on Reader Inquiry Card

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INTRODUCES THE NEW

PROFESSIONAL CORE CULTIVATION

Now you can get down to business with "core cultivation!" That's what the new heavy-duty Ride-Aire II offers — precision core aerification at the rate of up to 12,000 square feet per hour. The Ride-Aire II is a tough 670-lb. machine powered by an 8-hp commercial engine. It moves along smoothly aerating 21 inches per swath with 2½- or 3-inch cores spaced 3½ inches apart.

Yet its compact 36-inch width and single rear wheel steering lets the operator easily maneuver around shrubs, trees and yard gates. A new foot control system lifts the aerating frame hydraulically for transport over sidewalks and driveways.

CLEAN, VERTICAL CORING

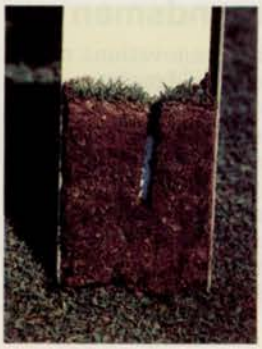
The Ride-Aire II features straight up-and-down action that cuts cores cleanly without tearing the turf. The tines are heat treated with a special process that makes them self-sharpening, allowing them to last longer than ordinary tines.

CUSTOMER SATISFACTION

Whether home lawn or commercial turf, the new Ride-Aire

RIDE-AIRE™ II

II will help you keep customers happy. Core cultivation increases oxygen exchange and nutrient penetration, and decreases surface runoff and irrigation frequency. It also breaks up thatch and compaction and brings up soil particles to reinoculate thatch with soil and microbes to enhance thatch decomposition. Whether regular turf maintenance or renovation, the Ride-Aire II adds a new dimension to the lawn care service industry.



After core cultivation.

Vigorous root growth after 6 weeks.

For more information or a free demonstration, call or write:

RYAN®

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Circle No. 106 on Reader Inquiry Card

by **Ron Hall**, associate editor

'The Boss'—our buddy

"The Boss" (aka Bruce Springsteen) knocks the socks off millions of rock and rollers. When "The Boss" plays, stadiums fill and pulsate with foot-stomping fever. Last year it was Michael Jackson. Next summer, who knows?

They're the unknowing friends of groundsmen who pamper ballyard turfgrass everywhere.

Because of phenomena like megastar rockers, grounds managers at stadiums with the real stuff, grass, are pushing turfgrass beyond what even they could have imagined a few years ago. Unintentionally they're also dismembering the myth known as synthetic turf.

They're demonstrating—if the decision-makers at the carpeted stadiums really want to see—that *turfgrass is tough, real tough.* It can, and should, be used for more than just ball games. That's been a rap against grass.

Sports turf? Let's call it "entertainment turf." Members of the Sports Turf Manager's Association (STMA) bend the terms as they increase our knowledge.

A handful of groundsmen at professional ballparks kicked off STMA five years ago to trade tips and pool collective experiences. That circle is growing. STMA is gaining members and spinning off new techniques to expand turfgrass's usefulness.

They're aided in their jobs by sophisticated satellite-radar weather forecasting, a new generation of irrigation and maintenance equipment, and improved varieties of turfgrass.

Groundsmen didn't have these tools when the first roll of Astro Turf bellied up to the outfield fences in Houston's Astrodome 20 years ago.

Far-sighted grounds managers are also re-adapting and tinkering with products that have been around. Breathing, porous, geo-textile covers, previously used only in plant beds and golf sand traps, are now unfurled over turfgrass to save it from the pounding of spectators at concerts. The crunch of vehicles in motor sports events. The cleats of subs along the sidelines.

The renaissance of turfgrass in our ballyards, the new entertainment turf, is under way.

To "The Boss" and others who challenge our grounds managers: thanks.

Ron Hall

Bushman says the articles (the last, recently mailed and titled "Fall Lawn Care") accomplish two purposes: "giving the PLCAA high exposure, as well as educating the public on proper lawn care."

Bushman tells WEEDS TREES & TURF Stauffer Chemical is investigating other joint projects with PLCAA.

LAWN CARE

Dow offers LCOs handy door-hanger

Lawn care operators can reassure customers about the safety of materials used on their lawns with a door-hanger designed to sort fact from fancy for homeowners.

The piece can help increase customer confidence, according to representatives from its publisher, Dow Chemical Co., Midland, Mich.

Dow representatives have free samples available, and bulk supplies can be ordered through the Professional Lawn Care Association of America. The brochures contain no company or product identification.

SPORTS TURF

Bossard talks dirt with top groundsmen

Start baseball field renovations now, says Roger Bossard, field maintenance whiz for the Chicago White Sox.

"Late summer and fall is a logical time for local park districts to undertake a rebuilding program because vacations are over and the fields can be worked without disrupting playing schedules," says Bossard, who hosted a special gathering of groundskeepers in mid-July.

Bossard used the venerable backdrop of Comiskey Park in Chicago to demonstrate some of his grounds keeping techniques to the 50 guests.

Discussions of irrigation, drainage, and the proper blend of clay, dirt, and bank sand highlighted the day-long clinic. The Chicago White Sox Baseball Club and International Minerals & Chemical Corporation (IMC) cosponsored the event. Technical data provided at the clinic can be obtained by writing: "Turface," IMC, 421 E. Hawley St., Mundelein, Ill., 60060.

Good groundskeeping *practices are explained by Roger Bossard (far right) during a mid-July clinic at Chicago's Comiskey Park.*

PEOPLE

Names in the news

Robert E. Bergen, president and chief executive officer of Bolens Corporation, takes over as president of the **Outdoor Power Equipment Institute**. The new vice president of OPEI is **B. Duane Bustle**, president of Kee Manufacturing Company, Inc., **William Brown**, president and chairman of the board for Western International, Inc., becomes the association's secretary-treasurer.

Robert Bergen

B. Duane Bustle

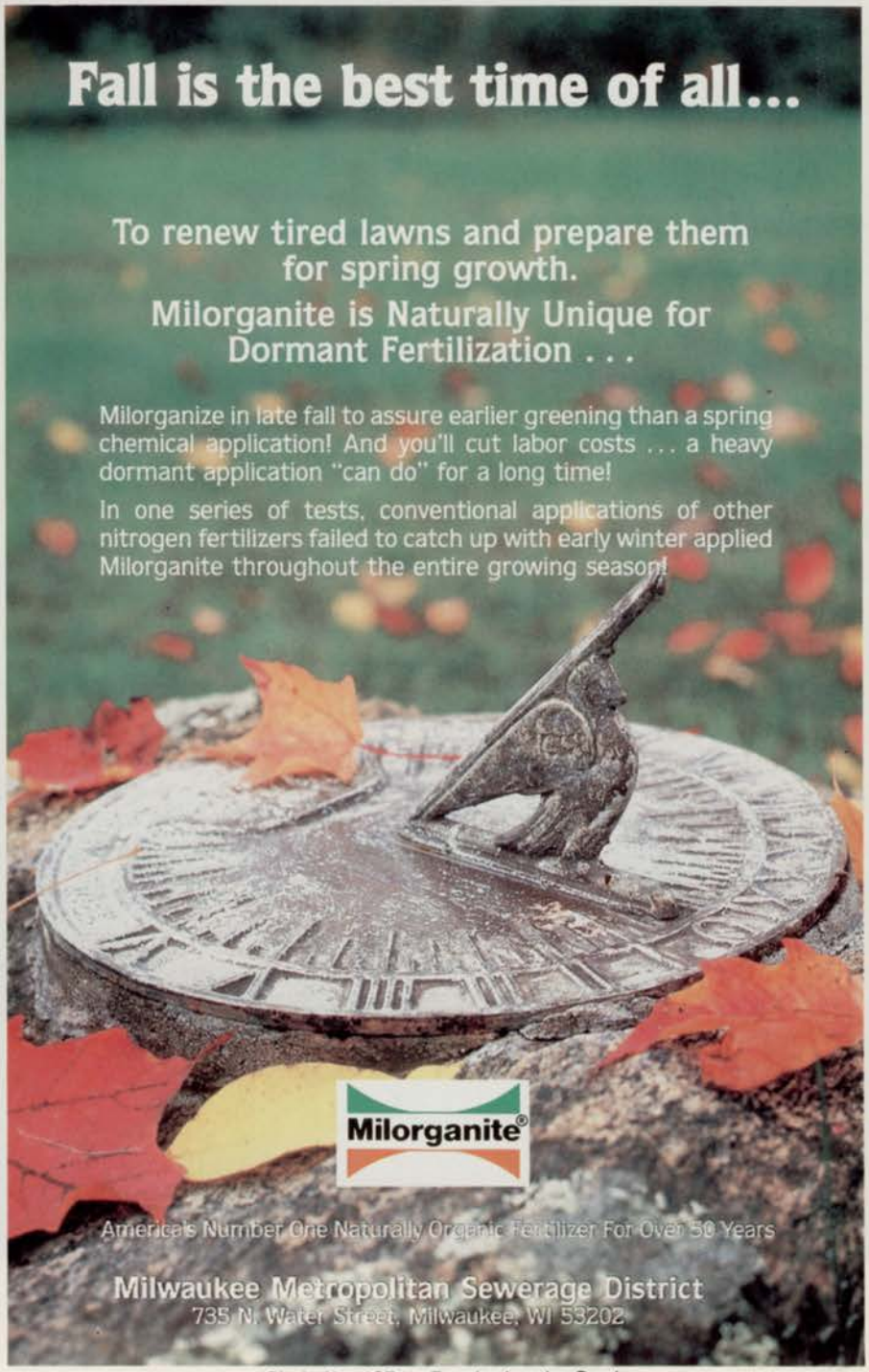
The memory of the late **Everett Conklin**, a pioneer of interior landscaping, is alive. Research grants in interior landscaping are being named in his honor. ALCA's **Interior Landscape Division** is taking the action.

The **National Alliance of Clubs Association** (NACA) appoints the following regional directors: **Dennis R. Ahearn**, Sara Bay Country Club, Sarasota, Fla.; **Walker M. Brown**, Tequesta Country Club, Tequesta, Fla.; **Harry W. Duke**, San Jose Country Club, Jacksonville, Fla.; **Donald J. Sheehy**, California Country Club, North Miami Beach, Fla.; and **Edward Lyon**, executive secretary of the Sunshine State Chapter, CMAA.

William Brown

NACA is an affiliation of private clubs organized to achieve savings through cooperative purchasing of goods and services.

Gene Bunting, Bunting's Nurseries, Selbyville, Del., is the president of the **American Association of Nurserymen** (AAN) following that group's convention in Orlando, Fla. Bunting guides a family nursery business started by his grandfather, Gardner Bunting, 100 years ago. **R. J. (Dick) Hutton**, president of the Conard-Pyle Company, West Grove, Penn., is the new AAN vice president.



Circle No. 127 on Reader Inquiry Card

TODAY'S VEGETATION CONTROL SPECIALIST HAS TO LOOK A LOT OF PEOPLE STRAIGHT IN THE EYE.

Annual total vegetation control today is a lot more sophisticated than just killing weeds. You have to get the job done economically enough for your budget, simply enough for your work crews, and responsibly enough for the environment. That's why Cyanamid developed ARSENAL® herbicide. Its advanced chemistry answers the needs of all people involved.

WHY ARSENAL IS EASY ON THE ENVIRONMENT.

Because of its unique mode of action, ARSENAL, when used as directed, has no harmful effects on mammals, fish, bees, birds or earthworms. Because ARSENAL is non-volatile and does not move laterally in the soil, off-target vegetation is unaffected. ARSENAL is non-flammable. Its unique chemical activity causes a slow "burn-down" in foliage, so it poses little fire hazard. Unlike tank mixes, ARSENAL introduces only one biodegradable product into the environment. And it's applied only once during a season, resulting in a lower chemical burden and a reduction in "touch-up" treatments.

CONTROLS MORE UNDESIRABLE VEGETATION.

ARSENAL has demonstrated control of a broad spectrum of weeds, vines and brush species. Tests in southern states showed that ARSENAL alone (at rates of two quarts per acre) out-performed several tank mixes for annual and perennial weed control. Even more impressive, ARSENAL was most effective on difficult species like Johnsongrass, trumpetcreeper, kudzu and red maple.

ONE APPLICATION GIVES SEASON-LONG CONTROL.

ARSENAL gives you full-season control for up to eight months in temperate climates. It fits your spray schedule, because it can be applied at any time during the growing season. ARSENAL controls not only existing vegetation, but also new weeds that germinate after application. So you get residual control for the rest of the season. On hard-to-kill vegetation, ARSENAL keeps working on the roots until complete control is achieved. In spray solution, ARSENAL is stable for several days. That means no waste due to decomposition, and no chance of under-dosing target vegetation.

ARSENAL offers broad-spectrum control, including these tough species:

Johnsongrass	Blackberry
Trumpetcreeper	Bindweed
Poison ivy	Canada thistle
Greenbriar	Foxtails
Redvine	Red maple
Kochia	Kudzu
Multiflora rose	Sumac

DUAL ACTION CONTROLS IN A WHOLE NEW WAY.

Unlike most other herbicides, ARSENAL is absorbed through both roots and foliage to stop new cell growth. Vegetation absorbs ARSENAL in less than two hours, so rain won't wash off your investment. Within four hours, plant growth ceases. In perennials, ARSENAL translocates thoroughly in the roots to prevent regrowth. This unique chemistry makes the visible results of control more gradual. In some vegetation, loss of color and other outward signs may not be apparent for weeks after application. After a year or more, returning vegetation is mainly desirable annual grasses and legumes.

ARSENAL IS RIGHT FOR YOUR RIGHTS-OF-WAY.

On railroad, highway or industrial rights-of-way, around power substations, signal boxes, bridge abutments, lumber or freight yards—wherever you need annual total vegetation control, ARSENAL is the smart new choice for the job.

Always read and follow label directions carefully.

TOUGH ON WEEDS. EASY ON THE ENVIRONMENT.

ARSENAL herbicide

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Demand, average yields pinch turf seed supply

Hot, dry summer reduces Kentucky bluegrass crop; prices expected to rise.

by Ron Hall, associate editor

The 1985 outlook for turfseed: yields are down, demand is high, prices should increase.

Purchasers of grass seed may want to buy now rather than take their chances next spring. This is what the WEEDS TREES & TURF staff learned in a head-baking-hot summer trek to the Northwest where much of this nation's grass seed is produced.

Economics and weather dominate the turfseed industry. A string of warm, dry weekends in the Mid-East and East this spring soaked up carryover from the 1984 grass seed crop. Home and office construction, triggered by the most favorable loan interest rates in five years, goosed demand for grass seed.

Similar conditions in the spring of 1986 will pinch turfseed supplies. Sod growers, particularly, should be booked through June.

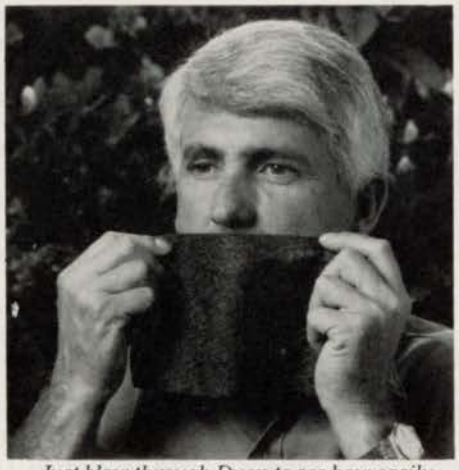
Blame nature

Heat (90 degrees plus) and drying winds in the Northwest withered the production of ryegrasses and fescues somewhat (and allowed for one of the earliest and quickest harvests in the

WT&T staff surveys turf-seed crop in Northwest. *Jerry Pepin (red shirt) and Kent Wiley (white shirt), both of Pickseed West, Tangent, Ore., tour a field with WT&T Editor Jerry Roche (far right), Group Publisher Bob Earley (green shirt), and Bob Mierow (far left).*

THIS TEST WON'T HOLD WATER —OR AIR.

Water passes easily through highly permeable Duon Weed Control Mat.



Just blow through Duon to see how easily air passes through it.

The proof is stronger, longer lasting plants with DUON® Weed Control Mat.

Both water and air pass easily through Duon Weed Control Mat, made of Phillips Fibers nonwoven polypropylene. As a landscaper, you know how important that is to a plant's root system and to the future well-being of your big landscape jobs—especially those you use as references.

When water and air can't get through, plants die. Black plastic won't work for the long-term. And woven polypropylenes are nowhere near as permeable as nonwovens. For example, the air permeability for nonwoven Duon is about 14 times greater than for woven polypropylenes and the water permeability for Duon is about 10 times greater.

Put our words to the test. Hold Duon under running water, then take another piece and breathe through it. Then try the same test with a competitive weed control mat.

When covered from sunlight, Duon is virtually permanent. It allows plants to thrive and impedes about 95% of weed growth (in most areas). It also keeps mulch from going down into the soil.

For your quality landscape jobs, order Duon. For further information, call Phillips Fibers (803) 242-6600.

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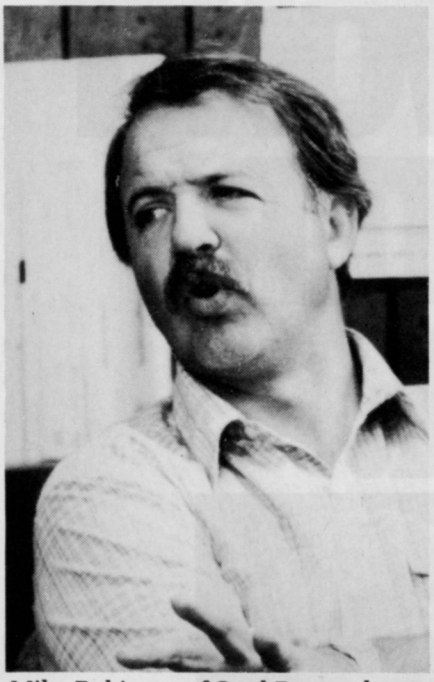


Mike Robinson of Seed Research, *Albany, Ore., says turf-seed demand is high.*

industry's history). But, it had a dramatic effect on Kentucky bluegrass yields in Oregon, the Palouse area south of Spokane, Wash., and Idaho.

"In spite of the hot, dry weather, we thought we were in pretty good shape with our proprietary varieties because of irrigation," says Doyle Jacklin of Jacklin Seed, one of the nation's largest suppliers of Kentucky bluegrass. "But the plants apparently just couldn't keep up. They just couldn't fill the seed heads."

Jacklin, supplied by the Washington and Idaho farms, estimates the 1985 harvest of improved Kentucky bluegrass varieties at 55 to 65 percent of normal. Non-irrigated common varieties suffered even more, producing as little as 20 percent of normal.

"There definitely could be some shortages in late spring, assuming the weather is good then," Jacklin says.

Prices of common Kentucky bluegrass "could hit some historic highs," says Jim Collins of Full Circle Inc., Madras, Ore. Across the state, Kentucky bluegrass acreage is about one-third of what it was just three years ago. On top of that, the heat and lack of rain dropped the harvest another 30 percent. Even with anticipated higher bluegrass prices, farmers "won't get carried away" in increasing acreage, Collins promises.

In part, this caution by farmers is keeping the supplies of turf-type tall fescues, the newest darlings of the turfgrass industry, below demand. The other limiting factor is supply of seed stock.

Popularity rising

"The turf-type tall fescues did very well this year," says Mike Robinson of Seed Research, Albany, Ore. "We're putting out as much as we can."

The popularity of these new varieties of tall fescues is snowballing in the so-called transition zone across the often-dry mid-belt of the U.S. New selections of even finer-bladed and greener varieties of the deep-rooting tall fescues are in the works. The real marketing fireworks are still ahead.

Bob Petersen of Burlingham & Son, Forest Grove, Ore., feels tall fescue's rising star follows a familiar pattern. Merion Kentucky bluegrass dominated that market for 16 years; then other improved varieties of Kentucky bluegrass came in a rush. The evolution of the perennial ryegrass market was similar with a trickle of improved varieties finally exploding in a wealth of new varieties in the 1970's. Petersen feels many seedmen "underestimated" the tall fescue market and it might be "a few years before production meets demand." But they're hustling.

Plant breeders are attempting to accelerate the development of improved varieties of turf-type tall fescue.

Says Dave Nelson of the tall fescues: "They're still on the first or second generation. I don't think we have the breakthrough varieties yet. But they're coming." Nelson is executive director of the Oregon Fine and Tall Fescue Commissions.

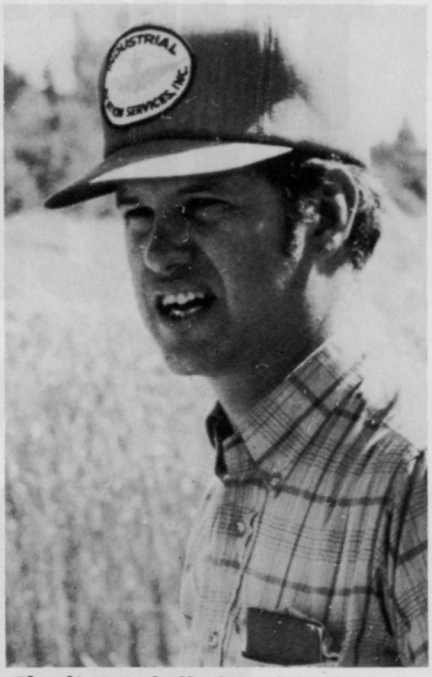
"We and others are working on new improved turf-type tall fescues to be released within the next few years," adds Larry Vetter of Northrup-King, Minneapolis, Minn. "Turf-type tall fescue usage will grow, particularly in the mid-South."

This growth could mushroom when breeders develop a tall fescue that's fine-leafed enough and green enough to complement Kentucky bluegrass in a mixture. More than one seed company is exploring this possibility.

Even with the excitement generated by tall fescues, demand for perennial ryegrass is pushing seed producers. This demand is stimulated by the success of the improved varieties in home lawns and in golf course overseeding. This summer's production, however, does not meet the bumper crop levels of 1984.

This year's "average yields" are disappointing only because "our expectations were a little bit too high," says Jay Glatt of Turf-Seed Inc., Hubbard, Ore.

Steve Tubbs of Turf Merchants, Albany, Ore., says perennial ryegrass



Charlie Mitchell of Turf-Seed *explains stem rust resistance of perennial ryegrass.*

"is receiving tremendous usage back East. Bluegrass is selling for $1 a pound while perennial ryegrass is just 55 or 65 cents a pound."

The creeping bentgrass crop? "Average," reports Turf-Seed Inc.'s crack fieldman Charley Mitchell. "We're down a little bit from the potential because of the heat. It may not be an excellent year, but we're still encouraged."

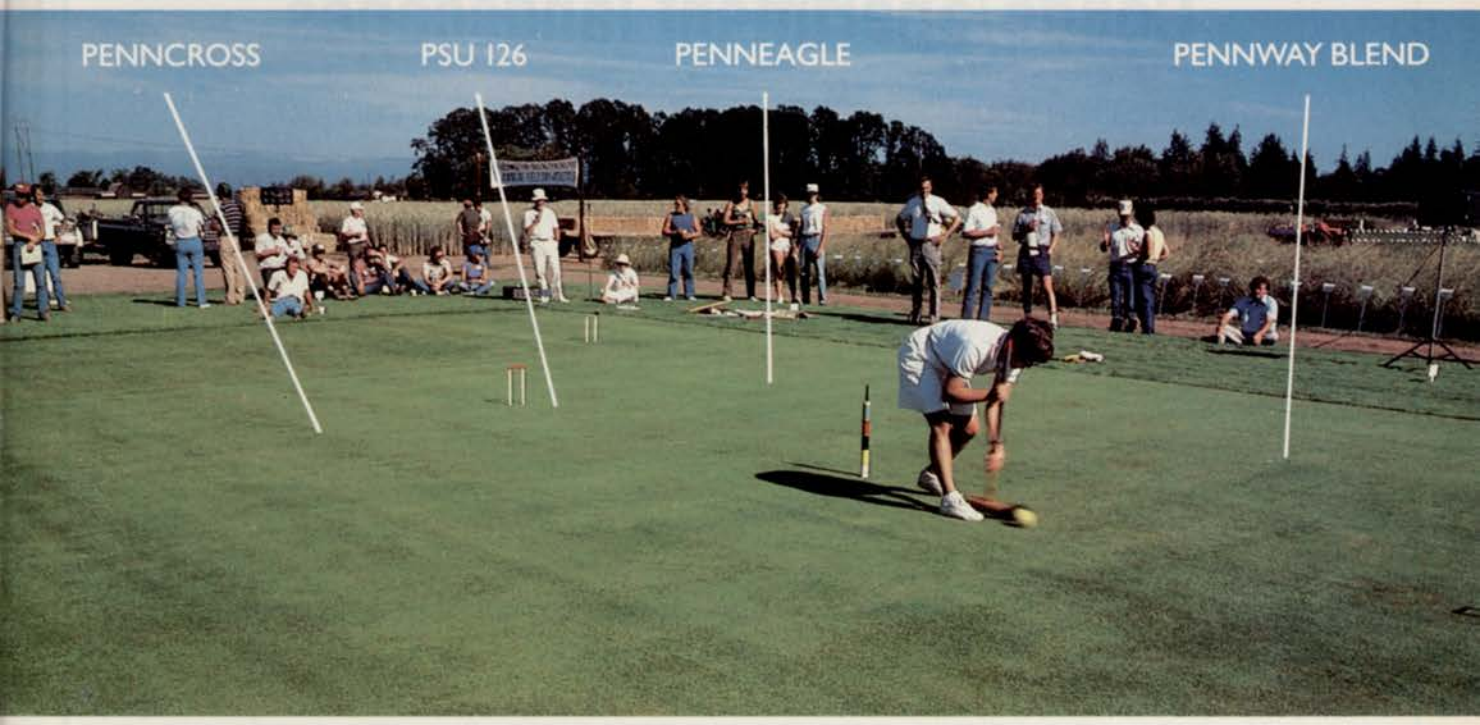
Preliminary indications point to tight supplies of bentgrasses in 1985.

While breeding and research of hopeful individual varieties continue full throttle, grass seed users will be seeing more emphasis on blends of complementary varieties and mixtures of grass seed types soon. The reasoning is sound. It provides a better genetic diversity; the strength of one variety masks the weakness of another.

The idea of blending is not new with companies like International Seed with its PhD and Turf Seed with its CBS and CBS II blends of improved perennial ryegrass varieties already well established. But it's being expanded with the addition of the tall fescue blends.

"We're going with the concept of blends instead of individual varieties," says Seed Research's Robinson. His firm offers its Champion blend of improved perennial ryegrasses and will be coming out with Trophy, a blend of turf-type tall fescues. Turf Seed counters with its Triathalawn blend of tall fescues. **WT&T**

The Penn Pals are 'Tried and True'



Tournament croquet exhibition at Pure Seed Testing Research Center, Hubbard, OR

All work and no play make research a dull duty.

Just as time, patience, recording and recommendations are part of the development of our superior creeping bentgrasses, actual field testing is a big part of assuring the user a quality product.

The performance of Penncross and Penneagle on putting greens is academic. They are the standards used to judge any other surface. The use of Penneagle and Pennway creeping bentgrass blend on tees and fairways has proven to be an effective way of crowding out Poa annua.

Now, our "PENN PALS" are finding their way onto bowling greens, tennis and croquet courts as well as other sports turf uses. As leaders in the sports greens business, the "PENN PALS" have to "stay on top of it," so to speak. By testing our products under a myriad of conditions, we can proudly say "We've *TRIED* it . . . and you can't find a *TRUEr* surface for whatever your lawn sport."

Warren Bidwell will talk to your superintendents' group about "The Penn Pals" on your course.

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Circle No. 138 on Reader Inquiry Card

LANDSCAPE MANAGEMENT

Condo/apartment landscapes

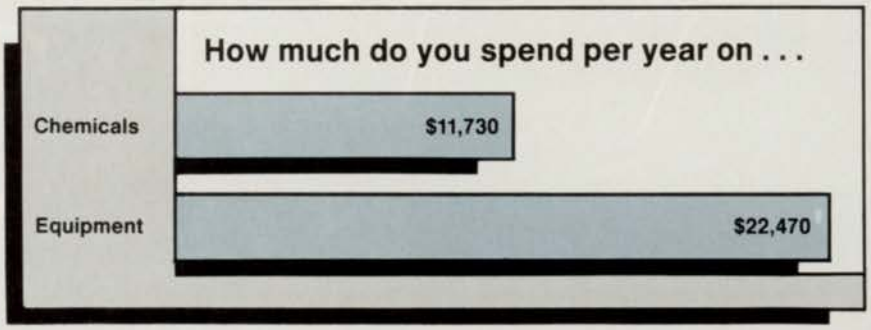
Increasing budgets can't help landscape managers conquer their number one problem: communicating with the customer.

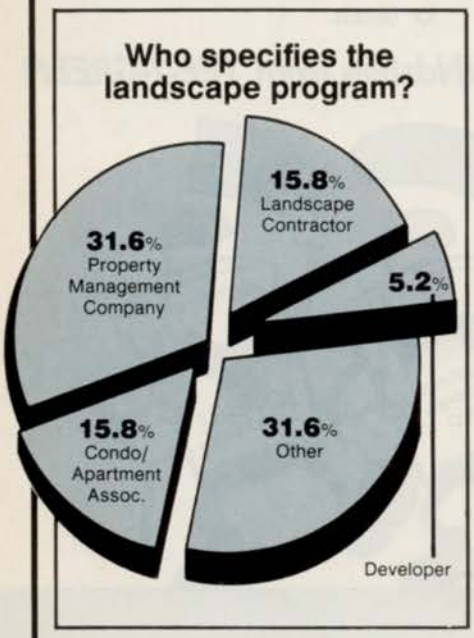
The average condominium/apartment landscape manager saw his budget soar 10½ percent from 1985 to 1986, thanks at least in part to an increased perception among developers that a good-looking landscape will attract residents.

One respondent in a WEEDS TREES & TURF survey said that he thinks condo/apartment value increases by up to 25 percent with good landscaping.

The WT&T survey noted that budgets for those in condominium and apartment landscape management went from $282,520 to $312,140. Respondents also said that they will spend an average of $11,730 each year for chemicals, and that they plan to spend an average of $22,470 for equipment in 1986.

The key to putting that budget money to the best use? Overwhelmingly, good communication with either the condominium association or apartment owner/manager. Other tips offered by respondents were:





- Treat all owners and renters the same. Don't do special favors unless you're willing to do them for everybody.
- Have a good knowledge of your grounds and profession, so that when management or the association asks for something you can tell them the feasibility of their request.
- Schedule in advance of upcoming events.
- Educate the customer concerning why the landscape was designed the way it was.
- Respond to complaints and queries within 24 hours.
- Define expectations of the owner/association.
- Conduct monthly site evaluations.
- Try to foresee problems before the management gets complaints.
- Make sure work is done on time and properly.

"You cannot keep them all happy," observed one condo landscape manager, "so keep the people in power happy."

The survey asked three specific questions of condo/apartment landscape managers, 25.6 percent of whom work for a landscape contractor and 28.2 percent of whom work for a property management company:

1) How likely is it that you will get maintenance work after the guarantee period of your installation expires?

2) From your experience, do condo owner associations appreciate the difference between professional quality maintenance and less professional seasonal bidders? and

3) With condos, does the interest and budget in landscape maintenance decline after all the units have been sold?

Responses to the first two of those questions were overwhelmingly positive: 82.4 percent in the first and 73.1 percent in the second. Responses to the third question were, on the other hand, overwhelmingly negative with only 16 percent responding positively.

The typical condo/apartment landscape manager has eight small push mowers, four or five string trimmers, four or five spreaders, three or four large riding mowers, two or three turf spray units, and a couple tractors at his disposal. According to the WTT survey.

continued on page 28

INTRODUCING THE NEW 943 BOBCAT

A QUALITY MACHINE... FOR QUALITY WORK

Introducing the 943 Bobcat...the newest addition to the full line of "quality built" Melroe Bobcat front end loaders. The 943 has a heavy duty, solid steel frame, lift height over 10 feet, and a reach to over two feet, to make those big loading jobs easy. The 943 is built to take on rugged jobs, day-in and day-out.

The Melroe commitment to quality workmanship, materials, design and manufacturing go into every 943 we build. Even with those stringent requirements, we supply you with a top quality loader at a competitive price.

The Melroe quality is evident in the ever-increasing demands for Bobcat loaders and attachments in every segment of the landscaping industry. Bobcat durability, ease of operation and maintenance, comfort and safety, parts and service reliability, and a strong dealer support network, give you job performance that can't be equaled by any other loader.

The Melroe Company's dedication to building quality machines, like the new 943 Bobcat, is your assurance of value and performance. Landscapers have learned to rely on Bobcat quality to help build their own business on that same reputation.

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bobcat

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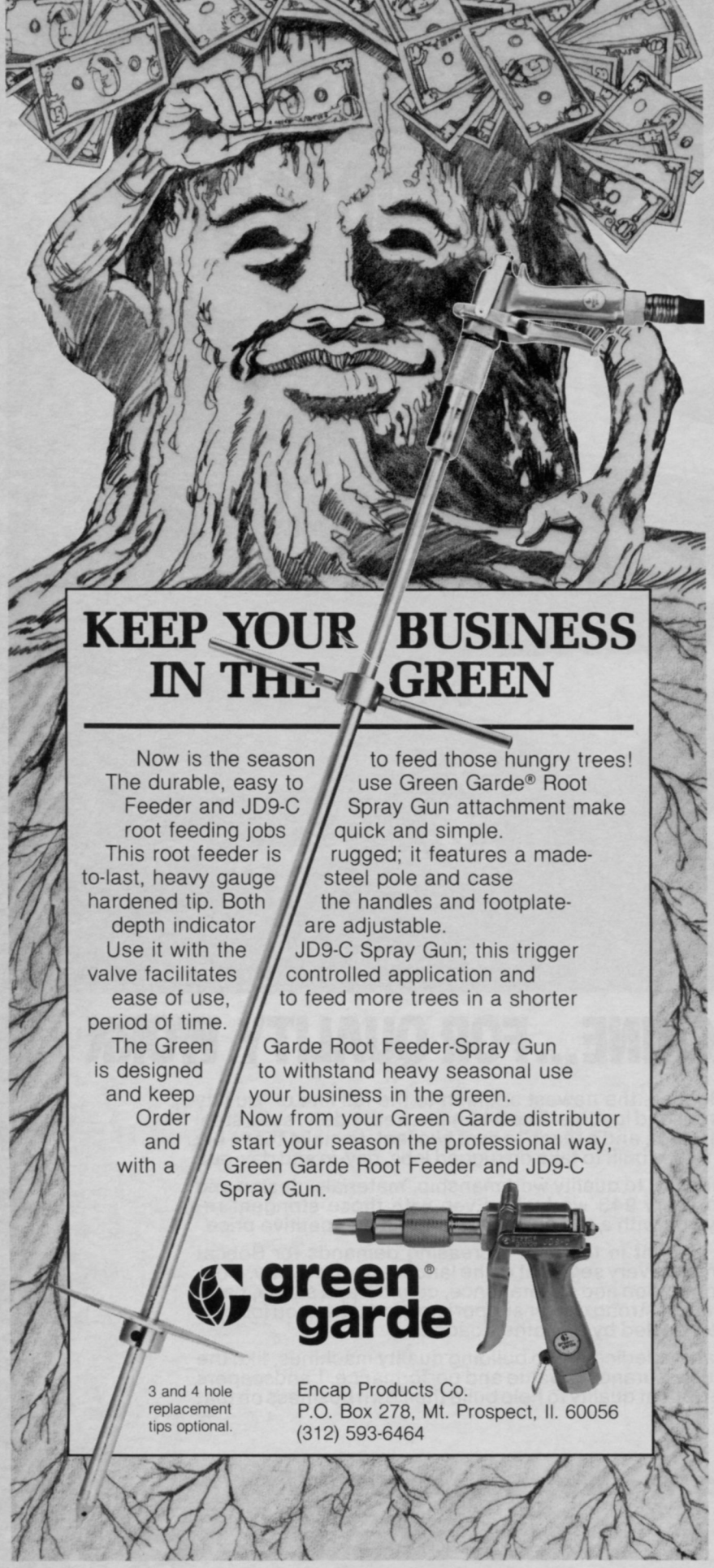


Circle No. 109 on Reader Inquiry Card

CONDO *from page 26*

Equipment ownership is divided almost exactly down the middle between the facility and the contractor, though contractors usually own tree movers and trenchers while the facility usually owns spreaders.

The average respondent in the WT&T survey is responsible for 114 condominium and/or apartment landscapes. In most cases (31.6 percent), the property management company specifies the program. Only about 16 percent of the time does the contractor himself specify the program.

By far, finding good personnel was the most-cited problem by respondents.

Typically, groundcover and flower care is done by the facility staff while all other services are just about split down the middle.

By far, finding good personnel was the most-cited problem of undertaking the landscape maintenance of a condo property.

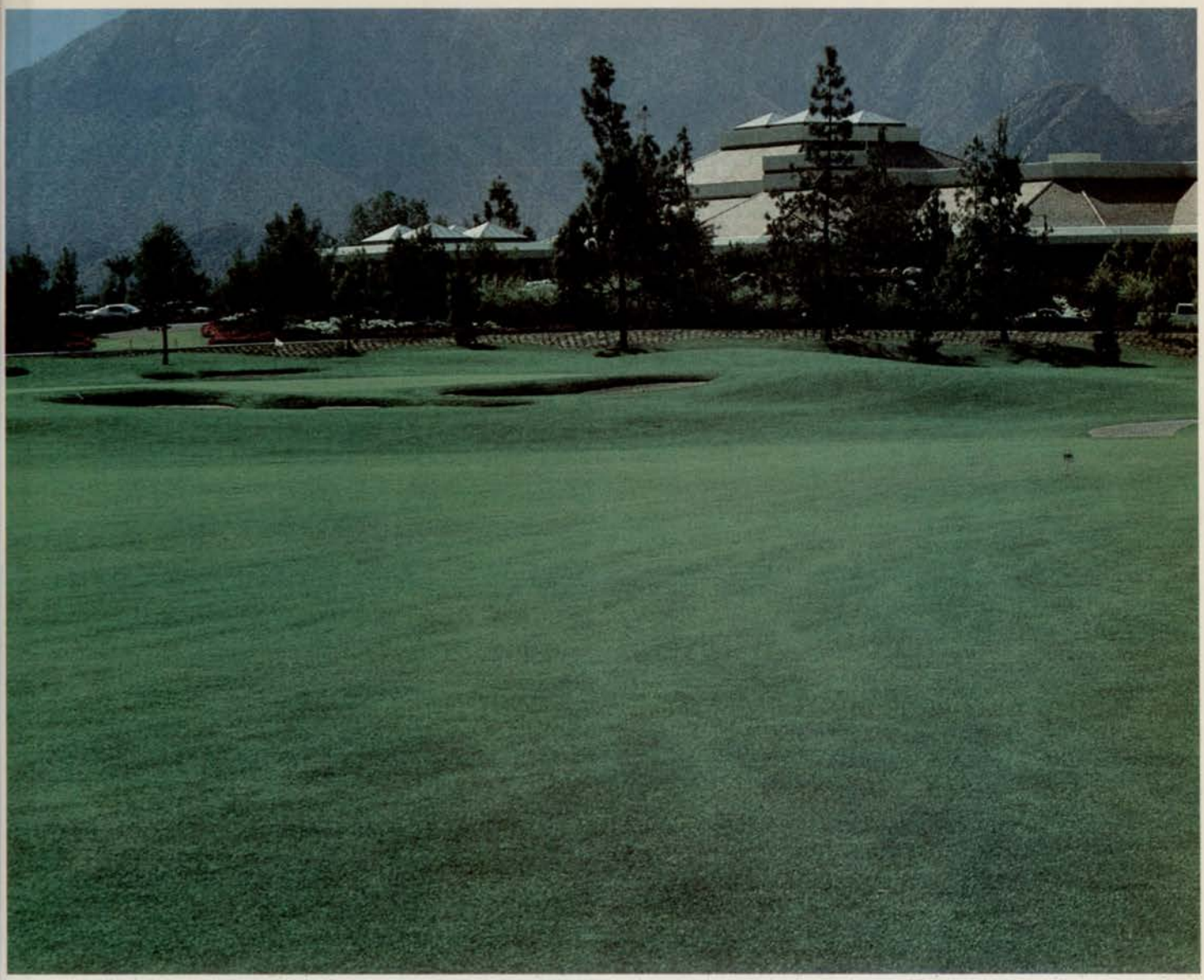
"We try to keep workers' morale up by trying to always promote from within, and by letting different workers try different jobs," said one person. "We also have bi-monthly meetings to discuss problem areas and explain different maintenance methods."

Another problem is the tight-fisted owner who doesn't care about the landscape, just the interior. "You've got to show that person that, the potential buyer's first judgement is based on what they see as they approach the building," a respondent noted.

"The biggest problem," another said, "is finding customers to remain with you after you have proven your worth and ability. Everyone is out for the Cadillac job with the Chevette price tag."

Other evident problems with condo contracting are developing a properly trained staff, site problem detection and correction, accounts receivable, and insurance and pesticide-related problems.

Statistics were obtained from 39 valid responses from a mailing of 150 earlier this year. **WT&T**



It's Easy to See the Regal Difference at Morningside

Winter play is heavy at Morningside County Club in Rancho Mirage and Superintendent Cal Hardin knows his golfers want and deserve truly superior turf.

That's why Cal overseeds his course with Regal turf-type perennial ryegrass.

While Regal is probably the darkest green of the new turf-type ryegrasses it also offers a baker's dozen other solid advantages.

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Yet another plus is Regal's good overall resistance to pythium, dollar spot, and Helminthosporium.

Cal Hardin uses Regal on his tees and fairways, and the results are obvious. It's easy to spot the Regal difference at Morningside in Rancho Mirage.

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All this and more where the sign says Ford

Ford compact tractors

Ford 1000 Series tractors give you powerful working capacity with compact-size maneuverability for a wide range of mowing, loading and site preparation needs.

There are six models, from 13 to 32 engine horsepower. These hard-working diesels come standard with 540 rpm PTO, 10 or 12-speed transmission, full-time live hydraulics, and a Category I three-point hitch.

Options include front-wheel drive. Hydrostatic or synchronized manual shuttle transmission, depending on model. Creeper speeds. Turf tires, and more. Over 50 matching attachments and implements are available.

Ford commercial mowers

These mowers are designed for grounds maintenance professionals with sunup to sundown work schedules.

Top of the line is a 16-horsepower, 5-forward speed workhorse that cuts a 48-inch swath, with turn-on-a-dime maneuverability for mowing around trees, shrubs and other obstacles. The optional sulky provides sit-down comfort for mowing large lawn and turf areas. A twin-cylinder Briggs & Stratton Industrial/Commerical engine delivers plenty of power to take heavy growth in stride.

For mowing and trimming smaller areas, Ford offers two rear-discharge 21-inch commercial mowers, one self-propelled and one push-type.

Ford mid-range tractors

Ford Series 10 tractors are engineered for excellent performance, ease of operation and all-around versatility.

Choose from ten diesel models from 34.3 to 86 maximum net engine horsepower. Standard equipment includes 3-point hitch, independent PTO, and power-assist steering on most models.

Options include front-wheel drive, synchromesh transmission, turf tires, and more.

Ford also offers 40.5 and 60 maximum net horsepower low-center-of-gravity Series 10 tractors (shown below) designed to work on hilly and rolling terrain.

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A Ford industrial tractor or tractor-loader may be your best choice for site preparation and other heavy-duty work.

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Ford tractor-loaders

There's a Ford loader available to extend the versatility and year-around capabilities of every Ford tractor power size. Each offers a wide choice of buckets.

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Ford also offers many other attachments for grounds maintenance work: rotary cutters, flail mowers, front and rear blades, landscape rakes, scoops, posthole diggers and more. See your Ford Tractor dealer for complete information.

Statistics show that severity of injuries has been greatly reduced and fatalities practically eliminated through use of both ROPS and seat belts when user misuse or operator error causes a tractor to overturn. • National Institute of Farm Safety • Agricultural Division, National Safety Council. Contact your Ford Tractor dealer regarding availability and purchase.

Ford compact loaders

Ford Load Handlers pack a lot of muscle into a very compact, highly maneuverable package.

Five models range from the 20-horsepower CL-25 to the 64-horsepower CL-65 that can lift a 2,000-pound load. They're all equipped with diesel engines.

A choice of buckets, options and attachments provides surprising versatility. The list includes pallet forks, dozer blades, utility forks, grapples and more.

Call toll free 1-800-528-6060 (Ext. 1867) for the name of your nearest Ford Tractor Dealer.

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FORD TRACTORS Ford

LANDSCAPE MANAGEMENT

Rocky Mountain moves

Denver's Tom and Becky Garber *touch* condo clients with landscape management techniques built around hard work and high tech.

by Ron Hall, associate editor

He's being eaten alive the hard way—from the inside out by the acid in his stomach. His nerves feel like somebody is dry shaving them with a rusty razor.

Meet the landscape contractor who makes his living dealing with condominium boards in the foothills of the Rockies.

"I left that meeting feeling miserable," says Tom Garber, recalling a memorable encounter with one board. "I was just shaking."

Meet Garber of the finely-trimmed Edwardian beard and the small-college linebacker build. Meet his partner, his wife of 15 years, Becky, a slender, stylish woman with a winning smile.

'Becky, I just got ran over by a sod truck.'
—Garber

He studied to be a college professor. She was a journalist.

Today they're owners of Denver-based Colorado Landscape Enterprises Inc. (C.L.E.). The five-year-old company employs 30, is approaching the million dollar club, and recently moved into a new 2,700-square-foot office. C.L.E. is tailored *exclusively* for town house and condo turf and landscape mangement.

Success for the Garbers doesn't come easy. It comes as a result of their stubborn drive to learn from other industry leaders, the courage to test new ideas, and an almost fanatical desire to please.

It was this obstinancy (attention Guiness Book of World Records) that pushed Garber to sit through 15 homeowner association meetings in one month, sometimes two the same evening, sometimes on opposite sides of Denver.

Tom and Becky Garber in front of *Chimney Creek town house development in the foothills, one of the properties maintained by their Colorado Landscape Enterprises.*

C.L.E. has some other unique wrinkles.

"Becky, I just got run over by a sod truck," Garber remembers saying after dialing his wife from the wreckage of his car this summer after it had been flattened by a supplier's truck.

Car telephones

"Our entire operation is based on our communication system," Garber says. Clients and work crews are scattered over a 30-square-mile area.

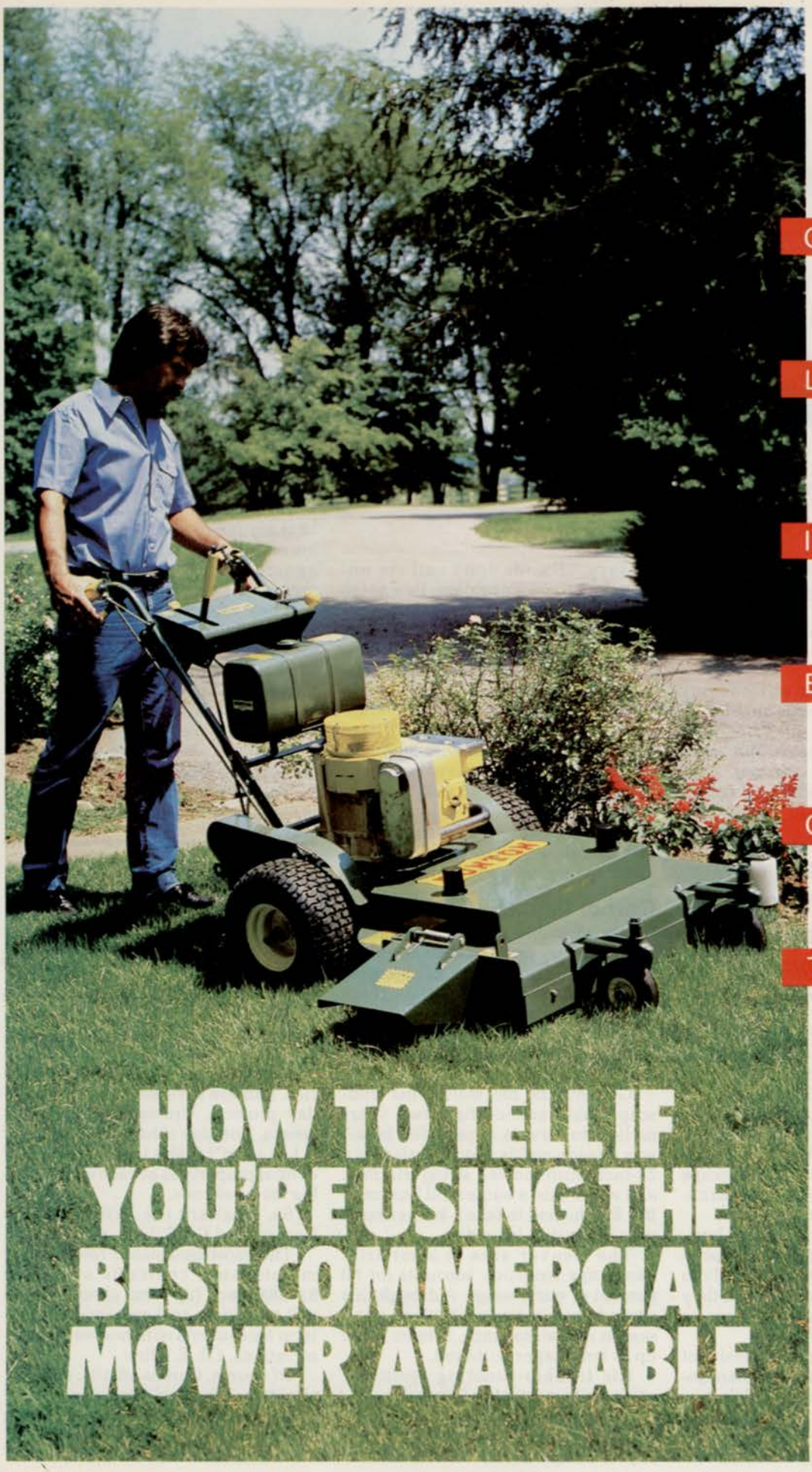
"Silver Bullet" is Garber's car radio name, "Becky Base," his wife's. Then there's "The White Shadow" or "Red Rider" or "The Little Rascals," all C.L.E. employees. All are linked by a sophisticated cellular telephone network.

"High tech, high touch," Garber describes it. "Maybe our clients don't see us, but we'll be touching them every day."

And the Garbers want to touch their clients the right way. No long hair or earrings for the male members of C.L.E. landscape crews. "We hire the all-American types," Garber says.

C.L.E. also *touches* its employees with a full-time client services manager. "We get 30 calls a day from our clients. If we didn't have the client services coordinator, these little jobs would end up on little scraps of paper."

Even so, Garber buzzes the perimeter of Denver daily, his car telephone



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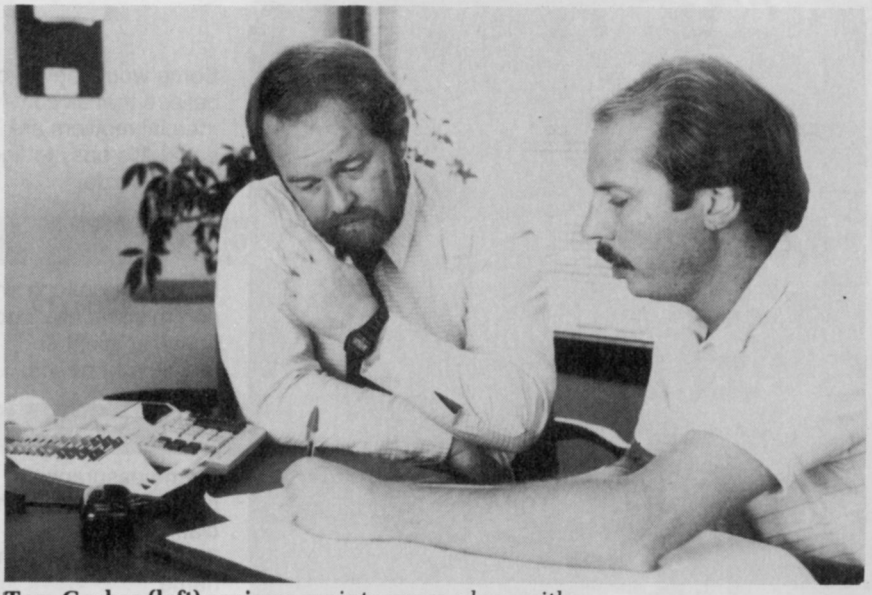

Tom Garber (left) reviews *maintenance plans with property manager John Hammersmith.*

at his hip. He's talking to clients, touching bases with property managers.

So why is Garber busting his buns?

Condo boards

"We basically start from scratch every year," he says. "Contracts are usually for 12 months."

Homeowner associations meet monthly to discuss common concerns, to determine who will collect their garbage, who will reroof their units, who will maintain their grounds. Nine times out of ten they employ a property manager to hire the contractors, like C.L.E., they need.

'I can convince an association to get rid of any contractor'
—Hammersmith

It's a symbiotic (and sometimes mutually suspicious) triumvirate of interests. Change a few key members of the condo board, axe the landscape contractor. Switch property managers, boot the contractor.

Says Garber, "People in this business tell me that homeowner associations just don't make any sense. Even though you work your fanny off, they will drop you in a couple of years for whatever the reason."

John Hammersmith, vice president of a Denver-based property management company, fixes his icy blue eyes on the *bottom line*.

"I know I can convince an association to get rid of any contractor," he says. "Boards don't call me unless they have a problem. I've got to have the peace of mind that if I have a problem the contractor will take care of it. And the landscape contractor is the most important service we provide."

Hammersmith, fielding an average of 30 complaints daily, doesn't have time to mix sentiment with business.

It's no wonder that few landscape maintenance firms in Denver specialize in condos.

Says Garber, "while everybody else is running from condominium maintenance, we're running to it."

Garber listens

Garber took this stand after listening to an industry speaker at an Associate Landscape Contractors of America (ALCA) convention in Dallas three years ago. "I learned you have to carve your own niche. You can't expect to go head-to-head with the established firms in their specialties," he recalls.

Garber, who had started his landscape maintenance firm two years earlier "to survive, to pay a few bills," was already on his way to parlaying a 22-inch push mower, string trimmer, and edger into a successful business. But first he had to take a keener business interest in irrigation.

The Denver area is semi-arid. Landscape irrigation accounts for 50 percent of water usage. A drought his second year in business wiped out a season of maintenance. Clients dried up as landscapes withered.

His trouble-shooting sprinkler crew visits most sites daily now.

Denver's climate also pushed C.L.E. into snow removal. In addition to providing a winter cash flow, snow removal allows C.L.E. to keep good workers year round. Emphasis is on walks. The main tool is a plastic shovel. When worn out, it's thrown away. Steel is too heavy. At Denver's altitude it would wear out workers in the brittle air of long nights.

Shovelers work six-hour evening shifts so that walks are clear by the morning rush.

Landscape management, sprinkler repair, snow removal—says Garber: "Suddenly we found ourselves with a corporation."

But, he points out, "I wasn't a businessman."

With a B.A. in English literature from Cal State at Fresno and an M.A. in theology from Chicago's Trinity Divinity University, his only business experience came from a short stint in Denver real estate.

Becky, with a similar educational background (degrees in English literature, history, and information management), put her journalistic aspirations on a back burner.

They immerse themselves in industry affairs and seek the advice of successful businessmen. Tom is on the board of directors of the Maintenance Division of ALCA. Becky is active in state and local industry associations. And they read. Trade publications. Books like *Megatrends* and *In Search of Excellence*.

This husband-wife *team approach* is being extended with C.L.E. now divided into three divisions: Turf Care, Sprinkler Management, and Special Services. Teams are assigned territories. Jobs are divided into 1/4- and 1/2-day projects. Crews work four-day weeks, Tuesday through Friday. The C.L.E. *team's* goal is to have each residential property as attractive as possible for weekends.

'I learned you have to carve your own niche.'
—Garber

So, what are the payoffs for the Garbers and C.L.E.?

The most noticeable rewards are maintenance contracts averaging $25,000 each (up from about $10,000 just two years ago) and several long-term agreements with homeowner associations, C.L.E.'s first.

Of course, Garber admits, satisfied clients members and smiling property managers make those long evening condo board meetings a darn sight more enjoyable. **WT&T**

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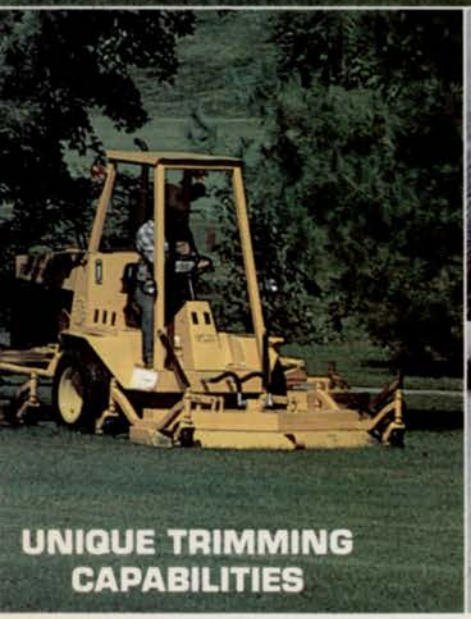

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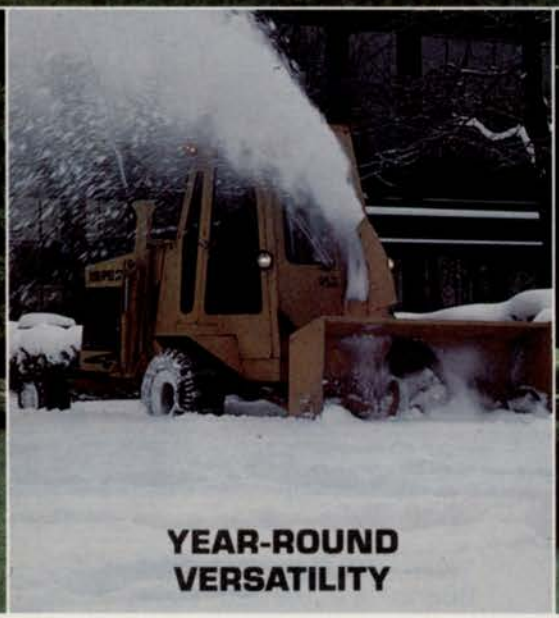

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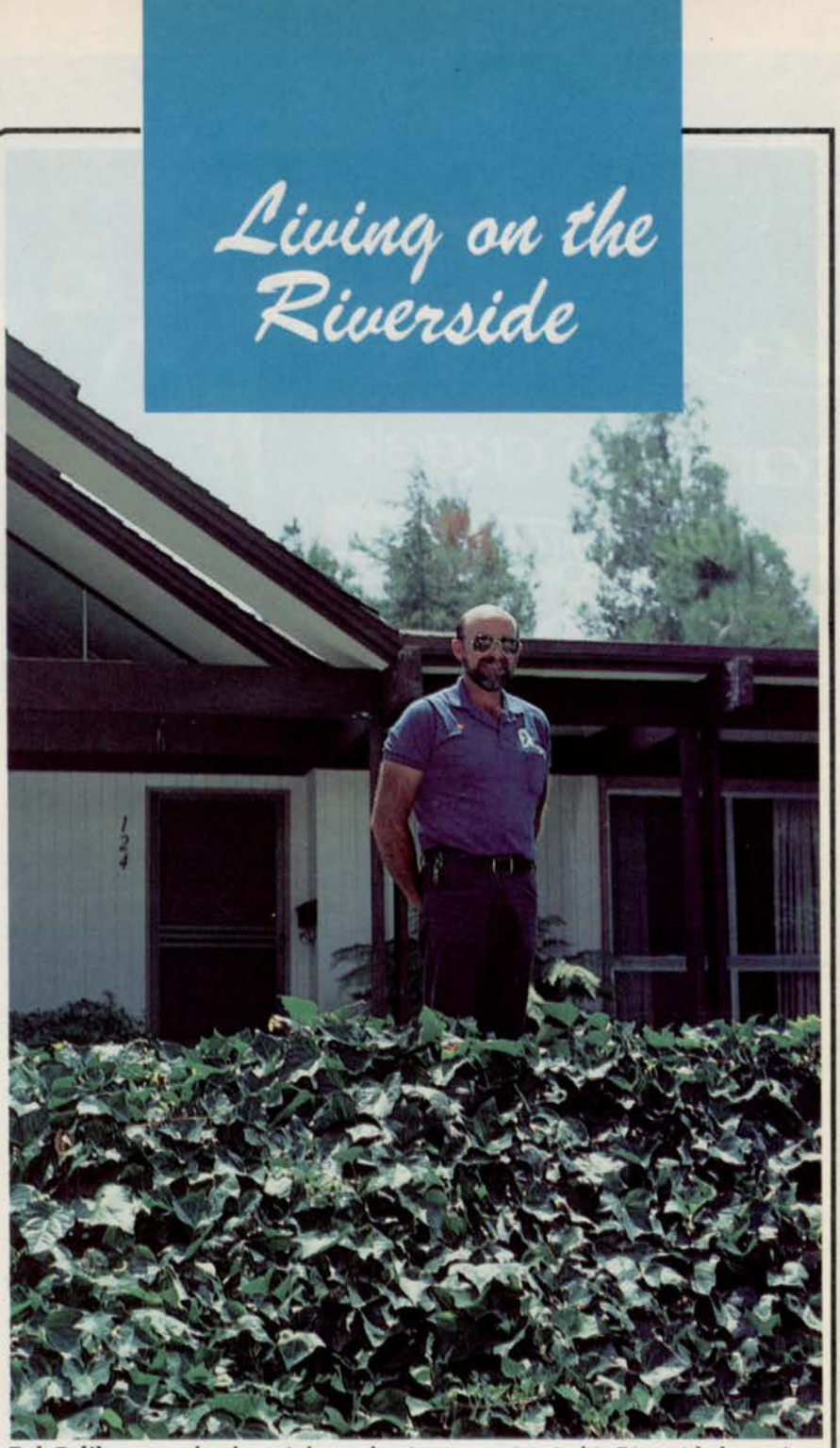
LANDSCAPE MANAGEMENT

Living on the Riverside

Like most Southern California cities, Riverside is experiencing unparalleled growth. So is its housing industry. That means good times for those in the condo and apartment landscape maintenance business.

by Ken Kuhajda, managing editor



Bob Pelikan *says he doesn't have the time to maintain his Riverside home/office like he once did. Nonetheless, it remains impressive, featuring an outdoor whirlpool and swimming pool.*

Bob Pelikan of Pelikan Landscape Maintenance Inc. in Riverside has to be the only businessman in Southern California with an unlisted phone number. It's not that he's anti-social—he simply has all the business he and his five-man crew can handle. And then some.

Development is evident in every corner of Riverside, a traffic-jamless city that provides a refreshing contrast to the faster-than-the-speed-of-sound pace of Los Angeles and the beach cities.

Riverside is a babe, not mature, not yet a beauty, but ripe for the population boom it is experiencing.

It seems Bob Pelikan made the right choice several years ago when he gave up his desk job with the City of Riverside to maintain the turf and landscapes of condos and apartments.

It's a business he understands because he knows when to say "no" and when to submit a bid. Lately, he's said "no" more than its opposite. "I have just about all the business I need," says the bearded 48-year-old. "I don't want to get so large that I can't keep control over my work. I'm picky. I want to make sure it's done my way."

Most days, you'll see the youthful Pelikan out in the field with his young crew, directing the work yet pitching in at the same time.

He's responsible for the landscape maintenance of several apartment and condominium complexes with a combined total of 550 units in the Riverside area. It keeps him running but he's not slowing.

Rescue missions

One reason he can't let up is because he and his crew are often called in after another outfit has butchered a complex's landscape. "Grass cutters" have a bad name among the professional maintenance people in Riverside.

"There's an awful lot of grass cutters who call themselves gardeners," says Pelikan. "They buy a lawnmower, an edger, and a truck and they're in business. In this area, unemployment is high and someone who's unemployed knows he can cut grass. He goes into business." The results can be disastrous.

"They give others who are edu-

Riverside's Canyon Creek, *featuring 128 units, is one of Pelikan's oldest clients.*

cated and experienced a bad name. They come in not knowing the bidding process. They bid low, get the job, then we're called in to clean up the mess," he says.

But even after a condo association has seen the damage done by the "grass cutter," it may still be reluctant to shell out more bucks. It feels the bargain basement price of the grass cutter is normal. Enter Pelikan with his professional operation. And his professional *overhead*.

"I have to pay my taxes and maintain good insurance. Those costs are passed on to my customers," he says.

In order to maintain a good working relationship with condo boards, Pelikan relies on education. "Everybody's concerned about the dollar: they want to get the most for it," he says. "I think the important thing is educating people so they know what they're getting for their dollar.

"I know that often a management company will ask me to come to an association meeting and make it clear to them what they're getting for their dollar. They want to know why it costs so much to take care of an area," says Pelikan.

That's one part of the job Pelikan doesn't enjoy. "I get a little nervous and uptight because I'm afraid I'll get put on the hotseat," he says, half in jest. "At the same time, I try to form a good working relationship with the property manager or the committee person in charge of grounds. I find that very useful because they tell me when things aren't going right."

Green vs. brown

Part of Pelikan's educational process involves explaining why things don't stay green year round in sunny Southern California. Located 50 miles from the Pacific Ocean, Riverside doesn't feel the relative warmth the ocean breezes bring to the seaside in the winter. Winter nights can be downright cold.

'Taxes and insurance... costs are passed on to my customer.'

—Pelikan

"We try to grow a lot of cool-season grasses here. A lot of these condos want green grass year round. That's one of the problems I run into. People don't understand plants and seasons. In the winter time they think 'it's California, the grass should be green year round,' but you get the bermuda lawns and the St. Augustines and they all go dormant," he says.

The solution, not surprisingly, is to go with a bluegrass or a bermudagrass overseeded with a winter rye.

More often than not, the client goes back to a bermudagrass lawn anyway. "The experts tell us that in Southern California, sooner or later, you'll end up with a bermuda lawn. It does so well here," he says.

The predictability of Southern California weather makes Pelikan's job a little easier. Says Pelikan, "we know when it's going to rain. It allows us to schedule our maintenance better. Here we try to work around the heat, not the rain."

Irrigation scheduling is usually a simple process, but a vital one.

"We have not been treating water with the respect we should," says Pelikan. "There are not that many natives in landscape and the ones who are, who know the value of water, don't get heard—they're drowned out." He predicted a boom in the number of Southern California irrigation firms in the future.

30 years of changes

Bob Pelikan came to Riverside in 1956. Then a dot to Rand-McNally, Riverside had less smog then. Pelikan felt it was the perfect climate for a Missouri boy like himself. He stayed, married, and took a job with the city of Riverside Parks and Recreation Department.

His wife, Ann, earned her law degree in 1979 and passed her bar exam, allowing her husband the chance to start his own business. She assists her husband in contractual matters.

"I worked myself up too high (with the city of Riverside)," he says. "I'm basically an outdoor person and I found myself behind a desk doing time-management studies."

The years weren't foolishly spent. In fact, Pelikan says his experience with the city and time-management helps him now manage his business. "I have my crew really organized. They have it down to a routine so they know exactly what to do." Even so, employee turnover has been a problem. "Once they get really good, they go into business for themselves."

He has other problems. Dealing with the overplanted landscapes in Southern California is a headache. Last winter Pelikan removed over 100 trees from one of the developments he maintains. Not one resident noticed. He says he'll probably remove another 100 this winter.

And then there's the renters (and sometimes owners) who have little interest in the look of their landscape.

He stays away from commercial and private properties (he leaves that for the guy with the mower, edger, and one truck) and trees ("I consider tree trimming to be a field of its own").

He says his volume today is just where he wants it. Not bad for a guy with an unlisted phone number.

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Sam Knapp: he's never met a tree he didn't like

The first thing you notice about Sam Knapp of Riverside, Calif., is a piercing set of baby blue eyes. They don't miss much, especially when there's a tree in sight. Because Sam Knapp, operator of Knapp Tree Service in Riverside, is a man who knows and loves his trees.

He's one of just three certified arborists in Southern California. He's good at what he does. Bob Pelikan of Pelikan Landscape Maintenance says Sam Knapp is the lone tree trimmer he recommends.

"I leave it up to the experts," says Pelikan. "You just don't go out and get someone who says he's a tree trimmer because there's so many butchers out there. They just ruin trees. I feel very comfortable in recommending Sam."

If you hire Sam, be prepared to pay an above-average rate. Sam is the first to tell you he's not cheap. If you want him to make the initial call (he doesn't do estimates for free), it'll cost you $25. The price rises to $75 per hour for diagnostic counselling and consulting.

Sam Knapp *on a consultation call in Perris, Calif.*

Earlier this year, a Riverside property management firm called for bids on a job where extensive tree work was needed. Sam's bid of $16,000 was twice the bid accepted. "I tell the people straight up that I'm not cheap," says Sam, who drives a BMW.

"I don't give a bid for free, and I charge for every estimate. It's all over town: Sam thinks he's a doctor. It's true. I think it's a complement," he says with an ornery grin that deepens his ruddy complexion.

Simple approach

His approach to bidding is simple: don't call me unless you're serious about receiving the best service available. "I tell them 'don't waste my time and don't waste yours.' You'll find a dozen people in Riverside who love me," he says, not mentioning how the others feel.

Despite the showmanship, Sam Knapp is a likeable guy with a quick smile and a way of putting one at ease. He seems to have a saying for every situation. One of his favorites is "green begets green," which he says aptly describes much of Southern California.

But not necessarily Riverside. Many of Sam's accounts are located in affluent Orange County, where, he says; people are more willing to put up the "green." In other areas, the opposite is true.

"Not everyone is willing to spend the money (for tree care). Most don't allow a budget for it," he says. "Part of my job is to educate these people. Some think I'm there for my own pocket and I am—but I want to help their trees." In California, where an exotic palm carries an exotic price of $25,000, a tree maintenance budget is a must, he says.

Sam says he works mainly through the large property management firms of Orange County, performing his specialty on apartments and condos. He also works on private homes.

But he gives back what he takes out. He's seldom refuses an invitation to speak at a seminar or garden club meeting. He's fair with his employees. They make from $7 to $15 per hour and are covered by a full medical plan. They have an extended production meeting each week where ideas for improving efficiency are discussed and then implemented. He listens to their suggestions.

'Trimming a tree is the hardest thing you can do. There's so many things that are critical.'

—Knapp

It's a reward for what he considers hard work. "Trimming a tree is the hardest thing you can do. There's so many things that are critical," he says, adding that in an industry where there are good and bad artists, his are exceptional.

Overplanting

He sees overplanting as a major problem in the "now" society of Southern California.

"People here want an immediate affect," he says. "They overplant, don't institute a management program, don't remove as needed, and the results are usually disastrous." He sees the problem deepening as youthful California matures and housing increases.

He says another area of concern is the trend toward cool-season foliage, plants that need special care in Southern California. Most aren't aware of the subtleties involved in raising such plants.

"With our summers, you have to be careful with whatever you plant. We've adapted our treatment," he says, to mesh with the unique climate. He says he treats trees in desert-like Riverside County different from those in Orange County.

But he treats them all with respect. "A lot of clients I deal with tell me, 'we bought the house because of the trees.' Trees take a lifetime to come into existence, and I think people are respecting that more and more." **WT&T**

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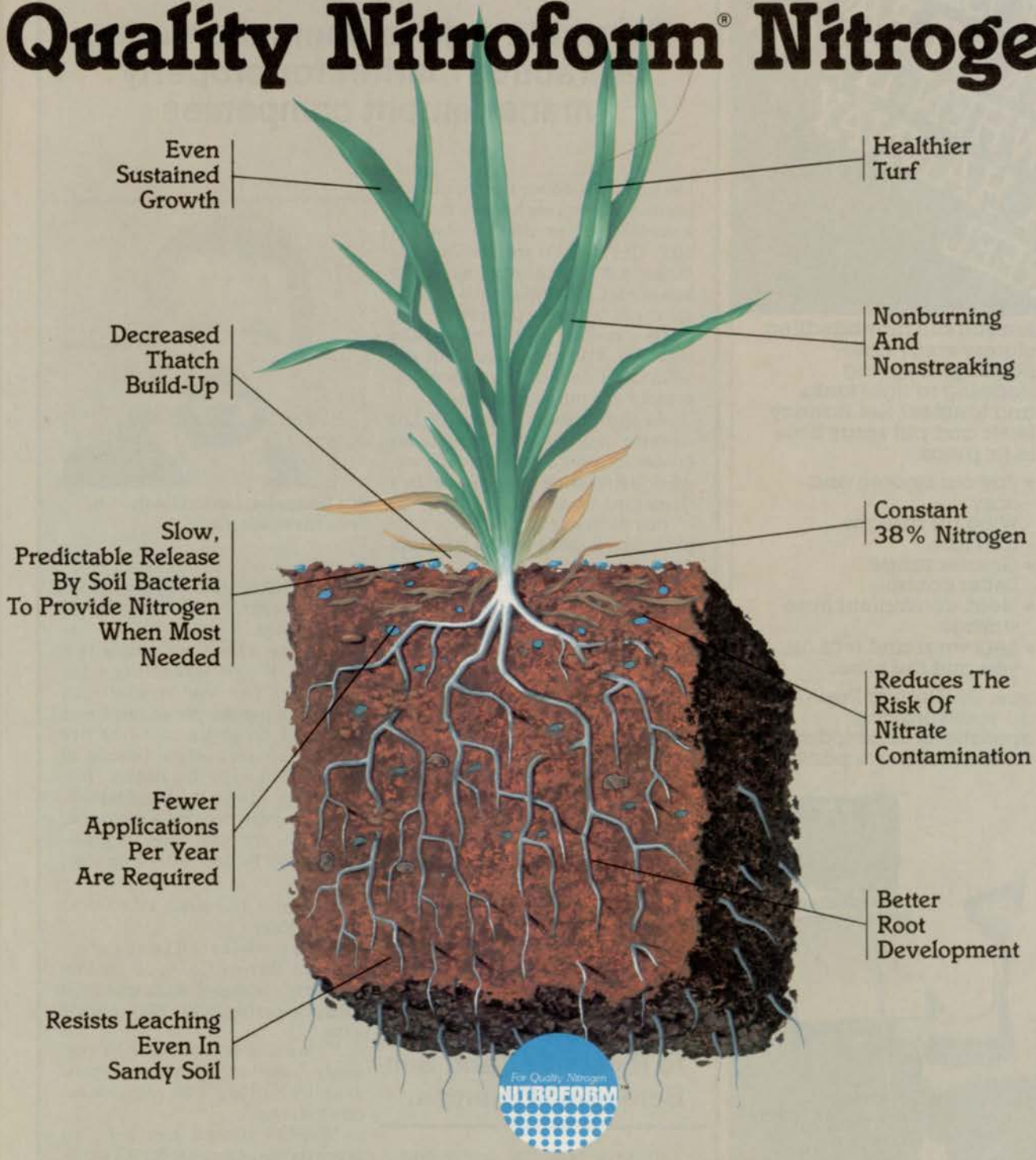

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Riverside's development creating attractive market for property management companies

Joe Gonzales doesn't calculate the hours he labors each week making a success of Riverside's Jordan Realty. "If I did, I'd realize I'm only making $3 an hour," says the bearded California native, who serves as company president.

He's making a little more than that. For Riverside, ripe with development dollars, is an excellent area for the property manager.

As the property values in Los Angeles and Orange Counties increase, look for an even greater exodus to Riverside and adjacent San Bernadino Counties.

Just the thought of all those people brings a smile to Gonzales' tan face.

The largest development he manages is 136 units but look for that figure to increase as the company grows.

Jordan Realty is involved almost exclusively in property management. The company manages 20 homeowner associations in greater Riverside. "We're don't deal in sales although we're licensed to sell. We don't though, because it can be a conflict of interest," says Gonzales.

As the property values in Los Angeles and Orange Counties increase, look for an even greater exodus to Riverside...and San Bernadino Counties.

He says very few realty companies are exclusively into property management but "we have our competitors."

For Joe Gonzales the time he spends at homeowner association board meetings, sometimes two in one night, is well worth it.

"I meet with each of them once a month," he says, noting communication is paramount to a good property manager/homeowner board relationship.

Joe Gonzales, *Jordan Realty Co. Inc., Riverside, Calif.*

Dealing with associations is a relatively new experience for Gonzales. The Vietnam veteran worked in newspaper ad sales, and boat and cigarette sales before gaining his real estate license in 1979. He joined Jordan Realty, then headed by Elwyn P. "Bud" Jordan, the same year, became a partner in July 1984, and took over as president when Jordan retired on Dec. 31, 1984.

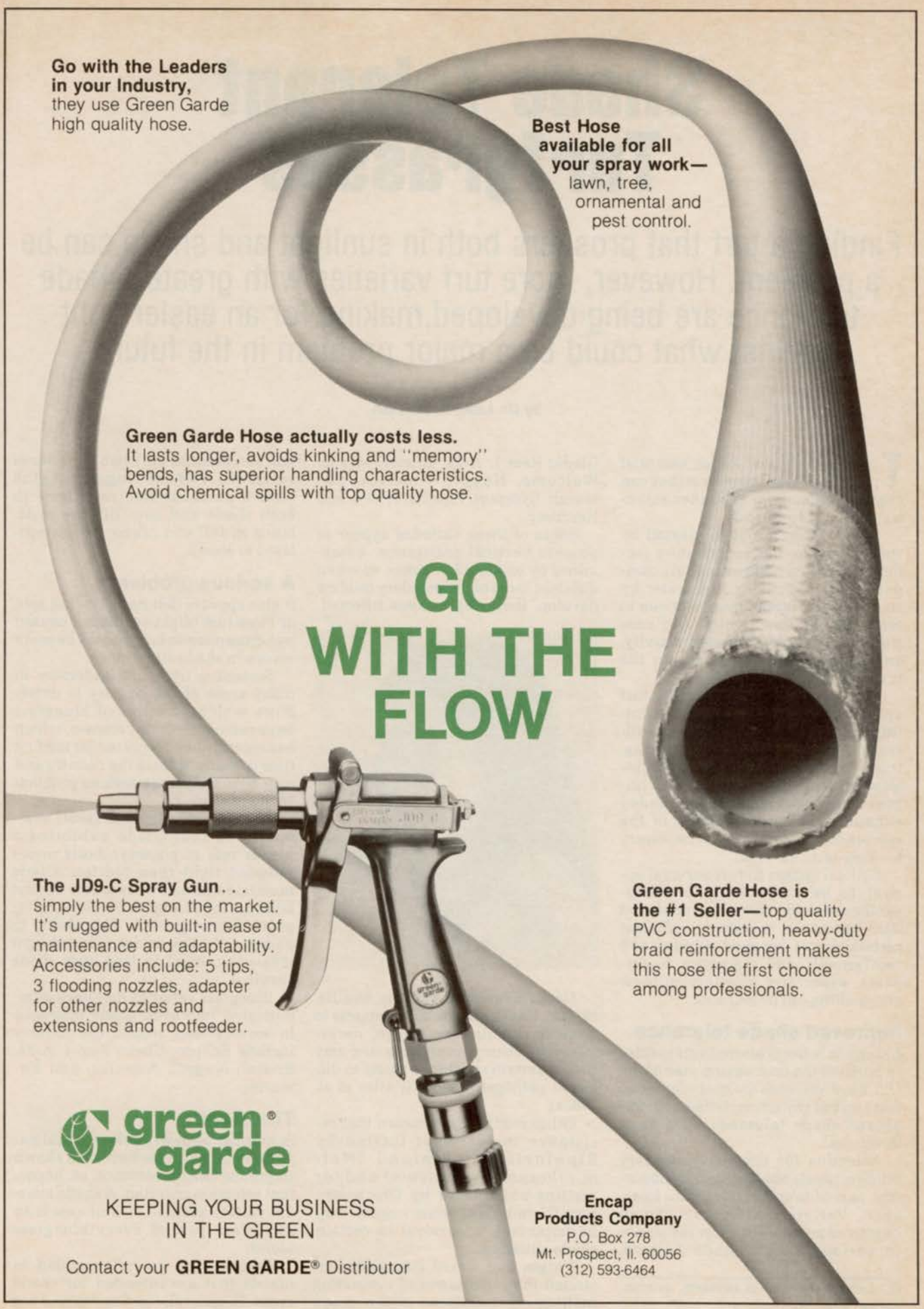
Gonzales has since taken on a new partner.

Meanwhile, Riverside's Weldon Brown Co. Inc., another property management company, is also prospering in the high-growth area.

"This is a growth area in real estate," says company vice-president Jim Furlong, a 30-year real estate veteran.

Weldon Brown has been in property management for 20 years, servicing Riverside and surrounding areas.

"This is a good business to be in right now because of the large amount of investment money in the area," says Furlong. In the future, he says, "there's going to a need for more good management firms." □



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Shade Tolerant Turfgrasses

Finding a turf that prospers both in sunlight and shade can be a problem. However, more turf varieties with greater shade tolerance are being developed,making for an easier fight against what could be a major problem in the future.

by Dr. Leah A. Brilman

Trees and shrubs are an essential part of our landscapes, yet they can create problems for the other essential part, our turf areas.

The primary problem created by trees is shade, but contributory factors to poor turf performance are competition for nutrients and water by tree roots, increased humidity due to restricted air flow, which may contribute to increased disease activity, and accumulation of leaves on the turf, causing light exclusion.

Management practices of the turf and/or trees such as raising the cutting height, reducing nitrogen fertilization of the turf, root pruning, trimming lower tree limbs, and infrequent but deep irrigation, can improve turf performance in shaded situations, but proper choice of the species or variety of grass is necessary for long-term survival.

Critical factors to turf survival appear to be the ability to photosynthesize sufficiently under reduced light intensities to provide sufficient carbohydrates for good tillering and root growth, and resistance to diseases, especially powdery mildew and melting out or leaf spot.

Improved shade tolerance

Bluegrass is the preferred turf species in much of the cool-season area of the U.S. Most varieties are best adapted to full sun but certain varieties with improved shade tolerance have been developed.

Selection for improved powdery mildew resistance has been an important part of breeding for shade tolerance. Varieties that have shown improved powdery mildew resistance in various tests include Eclipse, Glade, Ram I, A-34, Bristol, Mystic, Welcome, Nugget, America, Enmundi, Sydsport, Aquilla, Able I, and Harmony.

Some of these varieties appear to possess vertical resistance, determined by one or a few genes, so when different races of the powdery mildew develop, they may become infected.

Certain varieties, such as Aquilla, Mystic, Ram I, and Welcome appear to have horizontal resistance, determined by a complex of genes, and may thus maintain resistance better to different pathogenic races (Furler et al, 1982a).

Other studies have shown that resistance to leaf spot incited by *Bipolaris sorokiniana (Helminthosporium sativum)* and/or melting-out incited by *Drechslera poae (Helminthosporium vagans)* may be important to survival in certain shade situations.

Vargas and Beard (1981) demonstrated the importance of evaluating melting-out resistance in the shade and sun because only two varieties of bluegrass, A-34 and Nugget, out of 18 tested, demonstrated resistance in both shade and sun. Disease resistance in full sun cannot be extrapolated to shade.

A serious problem?

It also appears that necrotic ring spot or Fusarium blight syndrome, caused by *Leptosphaeria korrae*, may be more severe in shade situations.

Screening trials are underway in many areas of the country to determine which varieties of bluegrass have resistance to this disease, which has recently been reported for the first time in many areas of the country and may become a more serious problem in the future.

Karnok and Augustin (1981) demonstrated that Glade exhibited a higher rate of photosynthesis under reduced light than Merion. Glade maintained a more favorable carbon level in the shade, thus allowing for greater shoot growth. This ability to photosynthesize under reduced light levels is critical to long-term shade survival.

Bluegrass varieties that have demonstrated improved shade tolerance in various tests around the country include Eclipse, Glade, Ram I, A-34, Bristol, Nugget, America, and Enmundi.

The blends

A number of newly-released and experimental varieties have also shown improved shade tolerance, an important selection criterion. A shade tolerant variety adapted to your area is an important part of every bluegrass blend.

Red fescues are often added to blends that are intended for shade areas. In general, the fine fescues are

Dr. Leah A. Brilman is research director, Jacklin Seed Co.

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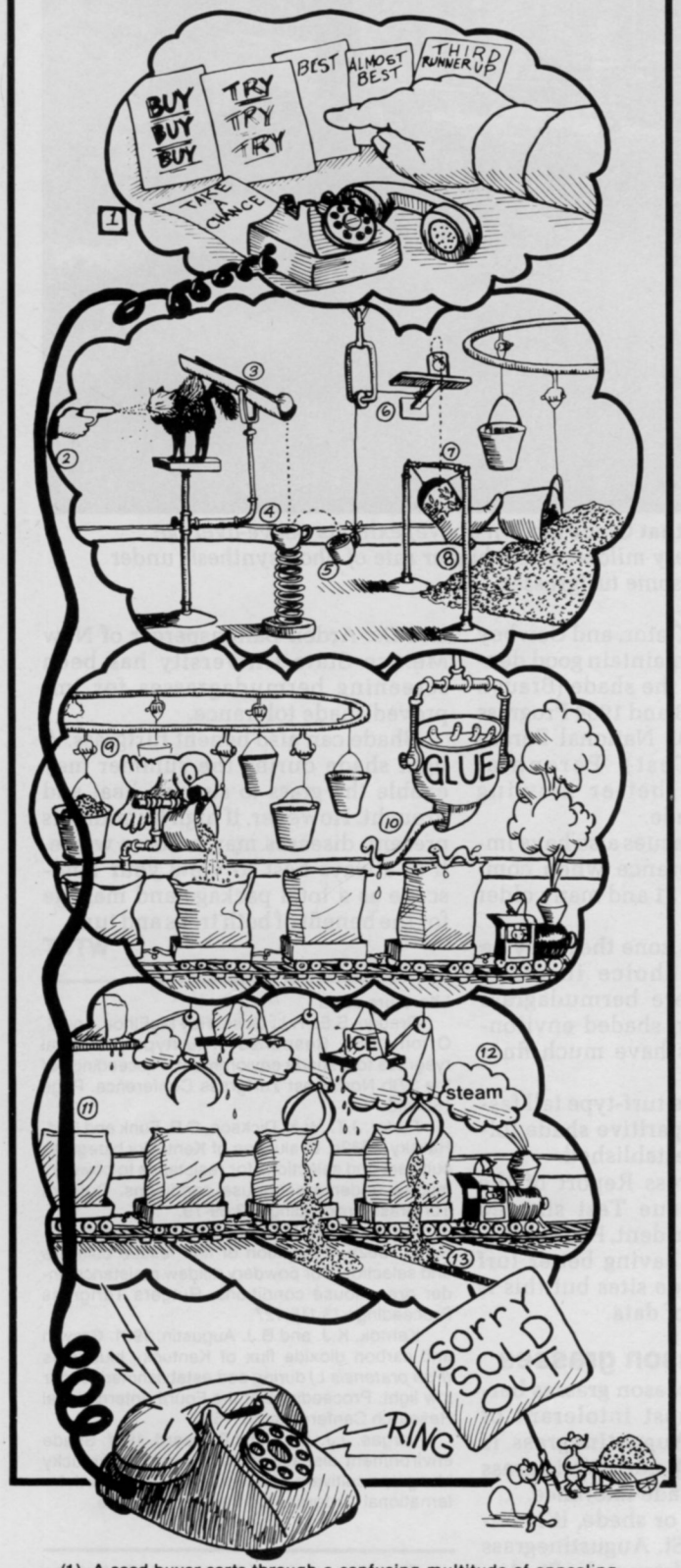

(1) A seed buyer sorts through a confusing multitude of appealing ads on Turf Type Tall Fescues and makes a selection. (2-13) Meanwhile, by the time the phone call gets to the seed company, a bizarre turn of events in the seed company's warehouse causes the limited supply of Turf Type Tall Fescue to be sold out. So the seed buyer can now proceed the hard way and start back at square one; or simply order Turf Gem...it's available and a blend of the best.*

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*National Turfgrass Evaluation Program April 1985.

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known for shade tolerance and the ability to tolerate the acidic, infertile soils as well as tree root competition present in many shaded conditions.

The fine leaf fescues vary widely in their resistance to powdery mildew and leaf spot, which can cause damage in the shade.

However, instead of specifying varieties with resistance, common red fescue is usually placed in "shade" blends. Generally it has been found that the strong creeping red fescues have the best powdery mildew resistance, followed bv the slender creeping red fescues, hard fescues, and chewings fescues.

Varieties that have shown improved tolerance to powdery mildew for their respective species include Fortress, Ruby, Commodore, Flyer, Pernille, Robot, Estica, Boreal, and Dawson creeping red fescue; Biljart, Reliant, Scaldis, Waldina, Spartan, and Aurora hard fescue; and Shadow chewings fescues (Furler et al, 1982b and 1984 Progress Report of the 1983 National Fine Fescue Test).

The sheep fescues have also demonstrated shade tolerance but are more suited to low-maintenance turf. Bighorn is a new variety of this species which has shown good shade tolerance. As the National Fine Fescue Test-1983 progresses, additional information on improved shade tolerance should be available.

Poa trivialis, rough bluegrass, is perhaps the species best adapted to moist, shaded sites.

However, in sunny sites it is a weed in other turfgrass species, thin and brown in the summer. It germinates rapidly and flourishes during cool, moist periods but is not compatible in blends with Kentucky bluegrass, fine fescues, and perennial ryegrass for permanent turf.

Sabre is an improved variety with a darker green color and greater density. It is best utilized as a specialty grass for overseeding in the south and for adapted sites in northern areas. It should not be spread into existing turf in other areas.

Perennial ryegrasses

Turf-type perennial ryegrasses have shown improved shade tolerance when compared to the older common types.

Previously useful as a temporary grass from fall to spring in sites shaded by deciduous trees, certain newer varieties have shown the ability to maintain good density and persist in shaded environments.

Tests in a densely shaded site at Everett, Wash., have shown Elka, Palmer, Pennant, Yorktown II, Repell, All*Star, Birdie II, Gator, and Cowboy have the ability to maintain good density and quality in the shade (Brauen et al, 1983, and 1983 and 1984 Progress Reports of the 1982 National Perennial Ryegrass Test). Perennial ryegrasses have better mowing qualities in the shade.

Turf-type tall fescues also have improved shade tolerance when compared to Kentucky 31 and many older varieties.

In the transition zone they may be the turfgrass of choice in many shaded areas where bermudagrass will not survive. In shaded environments, tall fescues have much finer and softer leaves.

Since most of the turf-type tall fescues are new, comparitive shade tolerance is not well established.

The 1984 Progress Report of the National Tall Fescue Test showed Arid, Finelawn I, Trident, Pacer, Mustang, and Apache having better turf quality at four shade sites but this is only the first year of data.

Tests have shown that *Glade (shown above) exhibits above-average resistance to powdery mildew and a higher rate of photosynthesis under reduced light than some turfgrasses.*

The warm-season grasses

Among the warm-season grasses bermudagrass is almost intolerant of shade while St. Augustinegrass is very shade tolerant, and zoysia grass shows moderate shade tolerance.

Whether in sun or shade, it is important to select a St. Augustinegrass with improved resistance to St. Augustine decline (SAD) and insects if you have a problem in those areas.

Floraturf bermudagrass has been reported to be more shade tolerant and Dr. Arden Baltensperger of New Mexico State University has been screening bermudagrasses for improved shade tolerance.

Shade can also benefit turfgrass. A light shade during the summer may enable the grass to survive heat and drought. However, if high humidity is present, diseases may become worse. It is always best to view your landscape as a total package and manage for the benefit of both trees and turf.

WT&T

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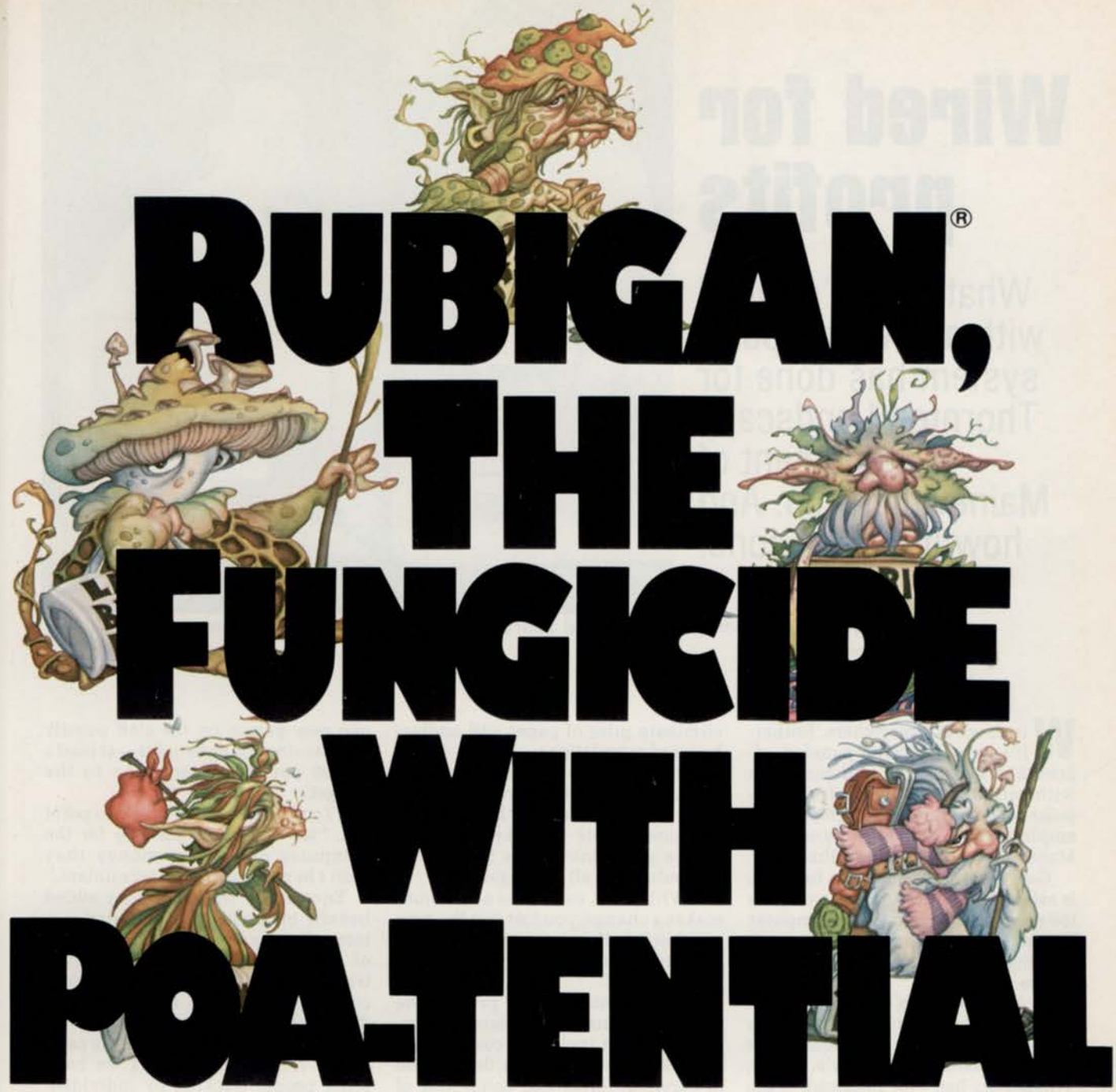
To request copies of the results of the National Turfgrass Tests write to Kevin N. Morris, technical coordinator, National Turfgrass Evaluation Program (NTEP), USDA-ARS, Beltsville Agriculture Research Center-West, Bldg. 001, Room 328, Beltsville, Md. 20705.



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Wired for profits

What going 'on-line' with a new computer system has done for Thornton Landscape Management of Maineville, Ohio. And how it's been done.

Nettling and Thornton *with part of the Slice Computer System*

by Jerry Roche, editor

Wires, wires everywhere. Slithering through wood-paneled offices like a family of pythons. Each with millions of tiny electrical impulses carrying vital information to employees of Thornton Landscape Management, Maineville, Ohio.

Gary Thornton, son of the founder, is asked where the business would be today without an effective computer system. "I don't know," he answers, shaking his head. "But certainly not where we are."

In 1979 Thornton and then newly-appointed computer specialist Randy Nettling, noting that the business was growing faster than Gary's father, William Sr., had ever imagined, began seeking the perfect computer system.

"The closest we could find was a general contracting program," Nettling admits. "Using that program, we found ourselves needing functions we didn't have, and we were also repeating ourselves."

The next step was to develop their own system. Slice (acronym for System of Landscape/nursery Information Control and Estimating) was born.

The landscape contracting and management systems each contain accounts receivable, job costing, estimating and job control, inventory control, purchasing, accounts payable, and general ledger functions. Yet they are two separate systems.

The biggest time-saver, Nettling has found, is with the job costing and estimating functions, both of which eliminate piles of paper and endless hours of calculations.

"By hand, you tend to make mistakes, transpose numbers," says Nettling. "Then, for each time the customer wants to make a change, you've got to insert new figures and compute them all over again.

"With Slice, each time a customer makes a change, you just pop the new number into the computer and within a matter of 30 seconds you've got a new proposal."

Using a letter-quality printer, the program generates complete bid proposals, which include a cover letter, individualized schedules, description of services, terms and conditions of the contract, and the contract itself.

How large?

How large does a landscape business have to be to consider purchasing a computer?

"There's not an answer to that," says Thornton. "The very smallest businesses can use a computer, even if they're only using it as a word processor. But to justify a complete system, they should be doing a couple hundred thousand dollars a year in business.

"Any business that's growing should be able to afford a computer because it's cheaper than even the cheapest labor."

Nettling observes that a good computer can be purchased with payments of $400 to $500 per month, but one new person on the staff usually means—including benefits—at least a $1,000 per month addition to the budget.

"Too," Thornton is quick to point out, "we've had people pay for the computer out of the money they *didn't* have to pay for an accountant."

Equipment tracking is an added benefit of landscape computer systems, the pair says. Each piece or type of equipment in inventory can be tracked for maintenance, and issued a cost-per-hour figure, used in buying decisions and job estimating.

"We track our equipment by category," Nettling says, "but we have some people tracking by individual piece. That way, you can come up with a competitive analysis. Plus, you should be able to determine whether you want to buy new equipment or continue to repair it after, say, five years."

Slice is unique in that it is not modeled after the old data processing divisions used by many businesses as little as five to ten years ago.

"We wanted a system that would be sitting on the desk and that would allow everybody to do their thing on the computer," says Thornton. "We are now on equipment that allows us to do that. Our system isn't a data processing department; the processing is distributed out to the people."

All business programs have general ledger functions, which Nettling says can help a business grow faster and

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make more money, if used correctly.

"A lot of people are making money, but they can't tell *where* they're making money," he says. "Then it's time for a computer, because they may be growing in areas where they're not making money. And that will eventually catch up with them."

Side benefits

Besides the obvious benefits of being "on-line," there are some side benefits.

"You become looked upon as the leader rather than the follower," notes Thornton, "the professional rather than the bush-peddler—not only among your peers, but also among your clients and prospective clients."

With the many computer systems available on the market, it is up to the individual landscape contractor to explore the differences between each, and then determine which might be best-suited to his or her particular operation. **WT&T**

The computer and the green industry: advantages—and a dilemma

by John B. Calsin Jr.

The golf course superintendent must make the same daily decisions as the manager of a small business: preventative maintenance, inventory control, personnel scheduling, and budgeting.

With a computer, he can organize preventative maintenance (PM) schedules, labor/cost accounting, asset management (looking at each piece of equipment and its repair record to determine new equipment purchases), and inventory control.

Along with PM scheduling, the superintendent has a system that can produce work orders. He can also track fertilizer and chemicals in the ground—even the weather.

Lou Ockey, manager of Centennial Systems Inc., of Wayne, Penn., discussed the advantages of using a computer in the grounds maintenance industry for WEEDS TREES & TURF. Here is what he said:

Lou Ockey, Centennial Systems manager, *points to a special screen configuration on the IBM personal computer as David Downing (seated) of Kennett Square and Michael Smith, Gulph Mills, look on.*

Q. What is the Grounds Management System (GMS) supposed to do, and how did it come about?

Computers are having more and more impact on golf courses. Grounds superintendents are being exposed to them and are beginning to understand what they can do to manage their shops.

Some leading companies are bringing the personal computer (PC) to the grounds superintendent as a part of their product; for example, Toro and Rain Bird with new PC-driven irrigation controllers.

Also, as software matures, it is moving from the accounting function to operation functions such as grounds management. Superintendents coming out of better turf/agronomy colleges are aware of high tech advances.

Centennial Systems, relying on previous experience, put together a set of programs, using four grounds superintendents out of the Penn State University system as advisors. From those programs came an educational session to show other superintendents how they can apply the computer to their trade.

Q. What is a good golf course computer program supposed to do?

A. Allow the superintendent to manage his shop better than he did without it, through the use of a very fast and efficient clerk called the computer.

Q. What must golf course superintendents know before purchasing either hardware or software?

A. Computer concepts and the basics of the computer. We think the machine they should be looking at is the PC. So they should know its components so they know what it is in generic terms, and therefore don't buy something they're not expecting.

They should know generic-type programming aids that they can use, or get started with: word processing, spread sheets, data-based systems, report writers, and graphic packages.

You find you can master the computer much like you master a new piece of turf equipment.

Q. How does the computer help track chemicals in the ground?

A. Right now, every time a superintendent applies a chemical, he puts it into a hand-written log book. The computer can automate that so he will still enter it, but the log book is a computer. It can sort and print the entire report with little effort.

It saves labor and time. He doesn't have to go through the pages of the book and see on what date he applied what chemical to what area and end up making a report of it. The computer generates the report after the data has been entered. It records the days a chemical was applied on the fairways, the temperature, the year-to-date total of the chemical.

A. What kind of guidance from the Golf Course Superintendents Association of America (GCSAA) is nec-

continued on page 58

John B. Calsin Jr. is a business-oriented freelance writer based in West Chester, Pa.

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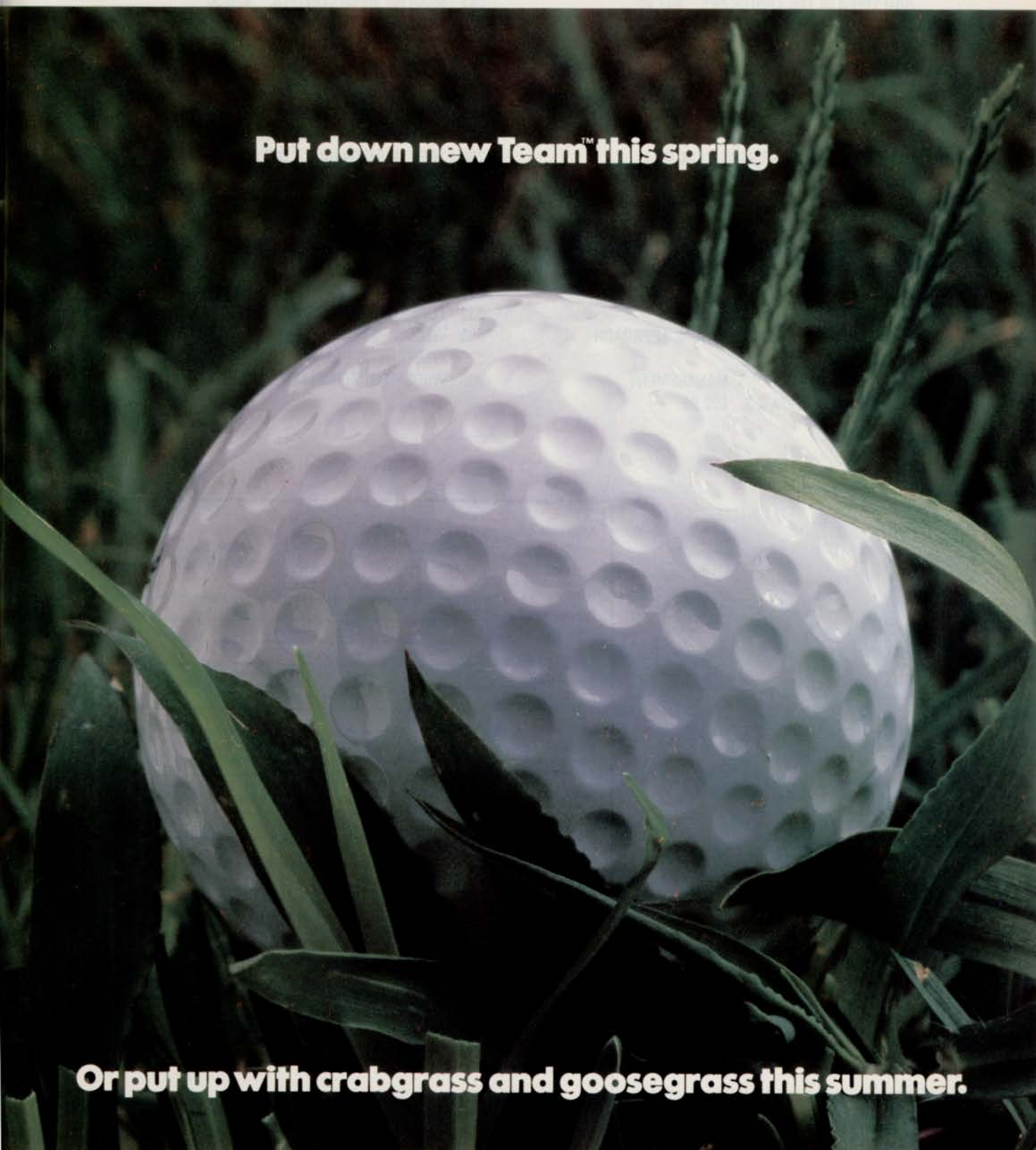

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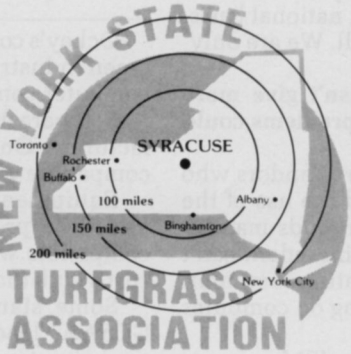

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COMPUTER *from page 52*

essary for the superintendent, and how will that guidance be helpful to businessmen like yourself?

A. The GCSAA has the resources to point the superintendent in the right direction.

People like Centennial Systems, who supply software, are providing only their perspective based on a background of writing software for country clubs, ag/chem companies, and other horticulturally-inclined businesses, and from my own background in running a small turf management business.

Another perspective can be provided by the GCSAA. It should point the superintendents on a national basis in a uniform direction. And I think it will. We are only one of GCSAA's resources.

Q. But what if the association doesn't give more guidance and direction? What kind of problems could there be?

A. Fragmentation. Presently, there are vendors who are pointing the superintendent toward the use of the accounting systems computer to run grounds maintenance funtions. It won't work. A superintendent can't drive a sprinkler system from an accounting computer. It is a matter of compatibility, depending on computer manufacturer.

For example, we base our software on IBM computers, and IBM has solved the compatibility conflict. IBM has said the S36, a popular mini used in country clubs as a central processor, will be compatible with IBM PCs. So it doesn't matter if you have an S36 in your accounting office or a PC, as long as it's IBM-compatible.

With the right base, a PC can be put in the grounds superintendent's office so it will work well with his irrigation system. It will work well with his preventative maintenance, his inventory, and his budget systems.

Some guys can't do it, so they'll try to bend the superintendent in another direction.

But someone is going to have to take that bull by the horns and get that message out. The age of fragmented application solutions is over—the dawn of club information systems is here.

Ockey's comments bring up an interesting point: the green industry is facing a potentially costly dilemma—computer compatibility.

Software firms are lining up behind hardware manufacturers. One manufacturer's hardware is often not compatible with another.

Equipment manufacturers are incorporating PCs into their product line. Their PCs just might not be compatible with a club's mini computer, which could cost a club thousands of dollars and endless headaches.

Some standard should be decided upon by the GCSAA, leading software development firms, and equipment manufacturers. If it isn't, the new territory will be a barren moonscape rather than a beautiful landscape. □

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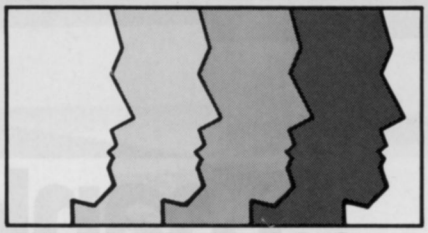
Communication and feedback

Communication is vital in building any team. A manager's job is to string lines of communication for both positive and negative feedback.

by Rudd McGary and Ed Wandtke

PART 3

TEAM MANAGEMENT



IN BUSINESS

Communication is the keystone of team management.

Poor communication leads to fragmented, disjointed efforts. Good communication skills build teams.

It's a manager's job—his primary job—to build efficient teams. This determines a manager's effectiveness, ultimately the limits of his or her career.

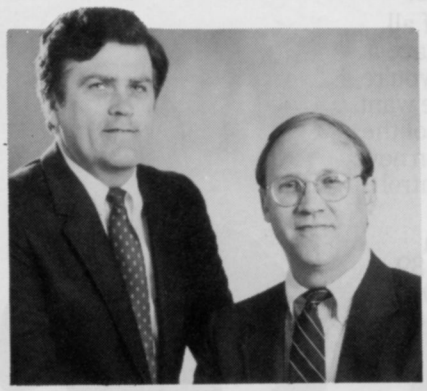
There are no secrets, and it takes some work because developing communication skills looks easier on paper than when you use them in a team setting. Take heart. They can be learned.

Mastering those skills involves learning just a few basic techniques. But first let's look at some problems you'll encounter.

Directional communication

Most communication systems focus on upward and downward communication. Downward communication is when a manager communicates with subordinates. Upward is the reverse.

The key to downward communication within a team is how well the information is amplified at each new level.



Wandtke and McGary are partners in All-Green Management Associates, Columbus, Ohio.

For example, when you instruct your maintenance crew chief to "make the greens look good for the weekend," he will probably do everything he can to accomplish this. A problem arises when he doesn't have enough information to amplify your instructions to his workers (perhaps the greens are cut when you want them watered). You know what you want to pass to your crew, but the crew chief doesn't get the exact message to his workers. This is common in American business. It frustrates and slows team building.

Be specific in passing information down the chain of command. Allow room in instructions for amplification so *exact* tasks are performed.

Equally harmful is the "good news syndrome" in upward communication.

Subordinates, particularly new employees, often filter bad news as they pass it to the manager. For instance, you ask one of your men about the condition of a green. He says, "we've got it under control." He might be meaning "we cut it it too short, burned the grass with a hot application, and the mowing tractor dug up all the greens."

The employee may have the situation *under control*, but what he's telling you isn't what you need to know.

The "good news syndrome" occurs in almost all forms of business. Be aware of this with new employees. They don't want to look bad. That's human. They may not know what you expect from a communication standpoint. That's your fault.

Take time to establish communication procedures so everyone—from the manager to the grounds workers—speaks the same language.

A feedback system

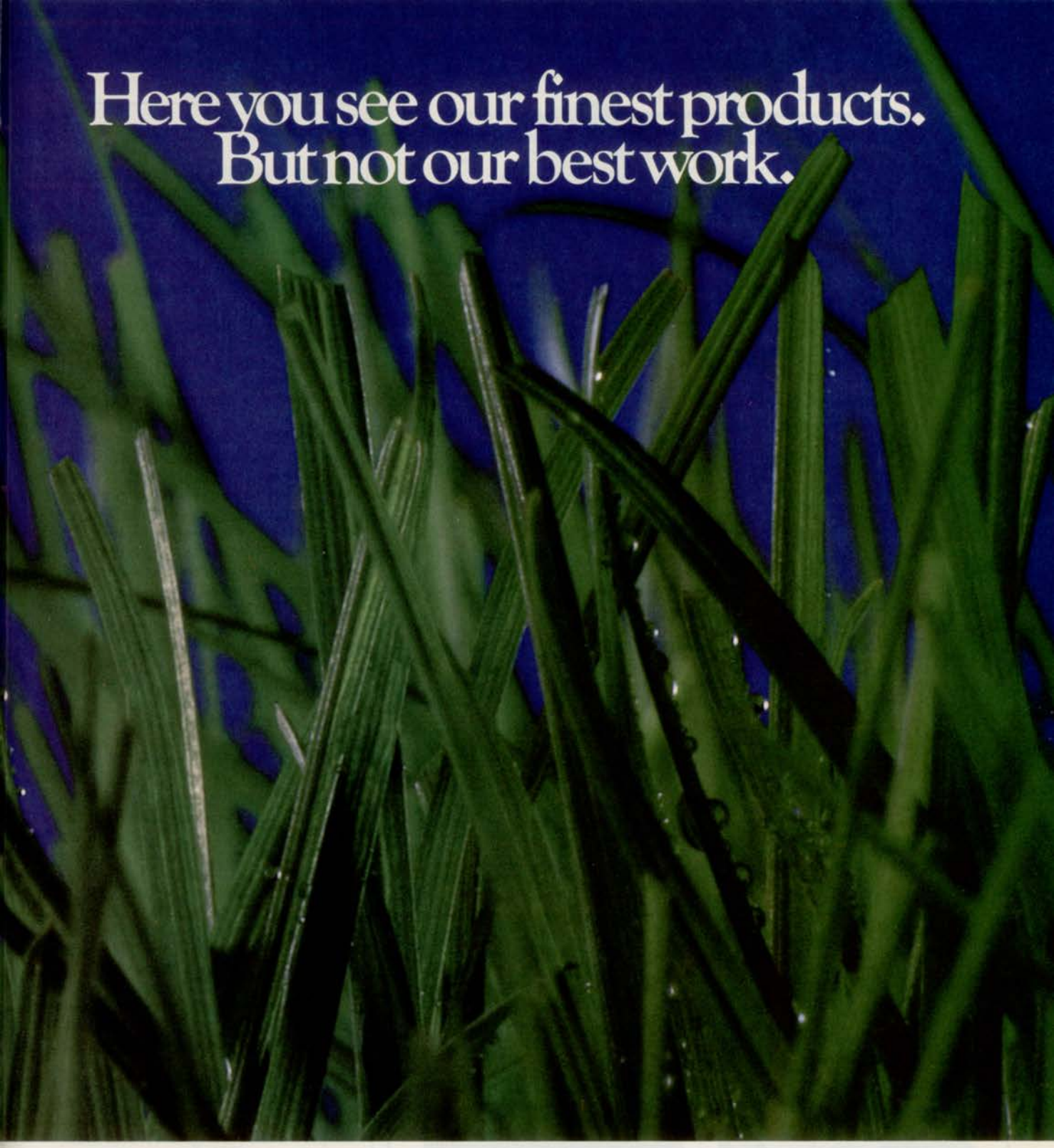
Many communication problems can be solved with a feedback system. Managers who don't have the time to give feedback to their employees deserve whatever they get.

Here are some general thoughts on feedback that might help in putting a real team together:

Take time to establish communication procedures so everyone—from the manager to the grounds workers—speaks the same language.

- Feedback isn't good or bad—it's simply a process. Some managers make the mistake of thinking feedback is given only when something

continued on page 62



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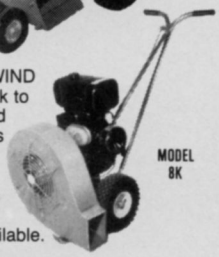

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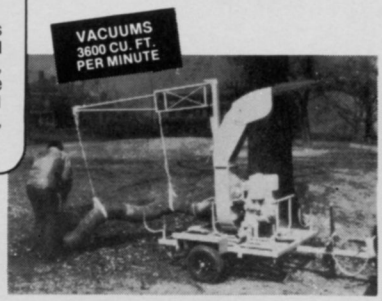

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TEAM *from page 60*

good is done. Feedback needs to be given no matter what.

- The more often you give feedback to your employees, the better team you'll be building. You don't have to do this every five minutes, but in a real team feedback is a constant process.
- If you aren't getting feedback from your employees, ask for it. It's the manager's job to make the feedback system happen. If you aren't getting and giving it, you aren't managing properly.
- Feedback must be given on a timely basis. If you are giving positive or negative feedback, it should be given as close to the actual event as possible. Don't wait three weeks to tell someone they did a good or bad job.
- Lateral feedback is important. Within a solid team, members will give each other feedback. They don't wait for the manager to be the only one. This is lateral feedback and it means more, in many cases, than a manager's feedback.
- You have to manage your team so that they give lateral feedback. The manager is responsible for making it happen.
- You have to be aware of the key times for feedback. If your team is doing a particularly tough job, if they're doing a job that needs constant monitoring, or if you see that their energy level is low, communicate with your team.
- Remember that you, as team manager, will probably get less positive feedback from your team members than you'll give them. You have to be strong enough to go without positive feedback and still motivate your team. Team managers make the team work up to its potential without expecting a lot of praise from others.

Making it happen

Teams are special entities. They require hard work and commitment on the part of the managers. A lot of managers decide to call their group a team until they find out how hard it is to correctly manage a team.

Your choice is simple. If you're willing to work hard to build a team, have enough energy and confidence to lead a team, and are willing to pay the price to make the team work, you can have a team atmosphere in your organization.

While a lot of people talk about having a team, very few actually are good enough managers to make it happen. How about you? **WT&T**

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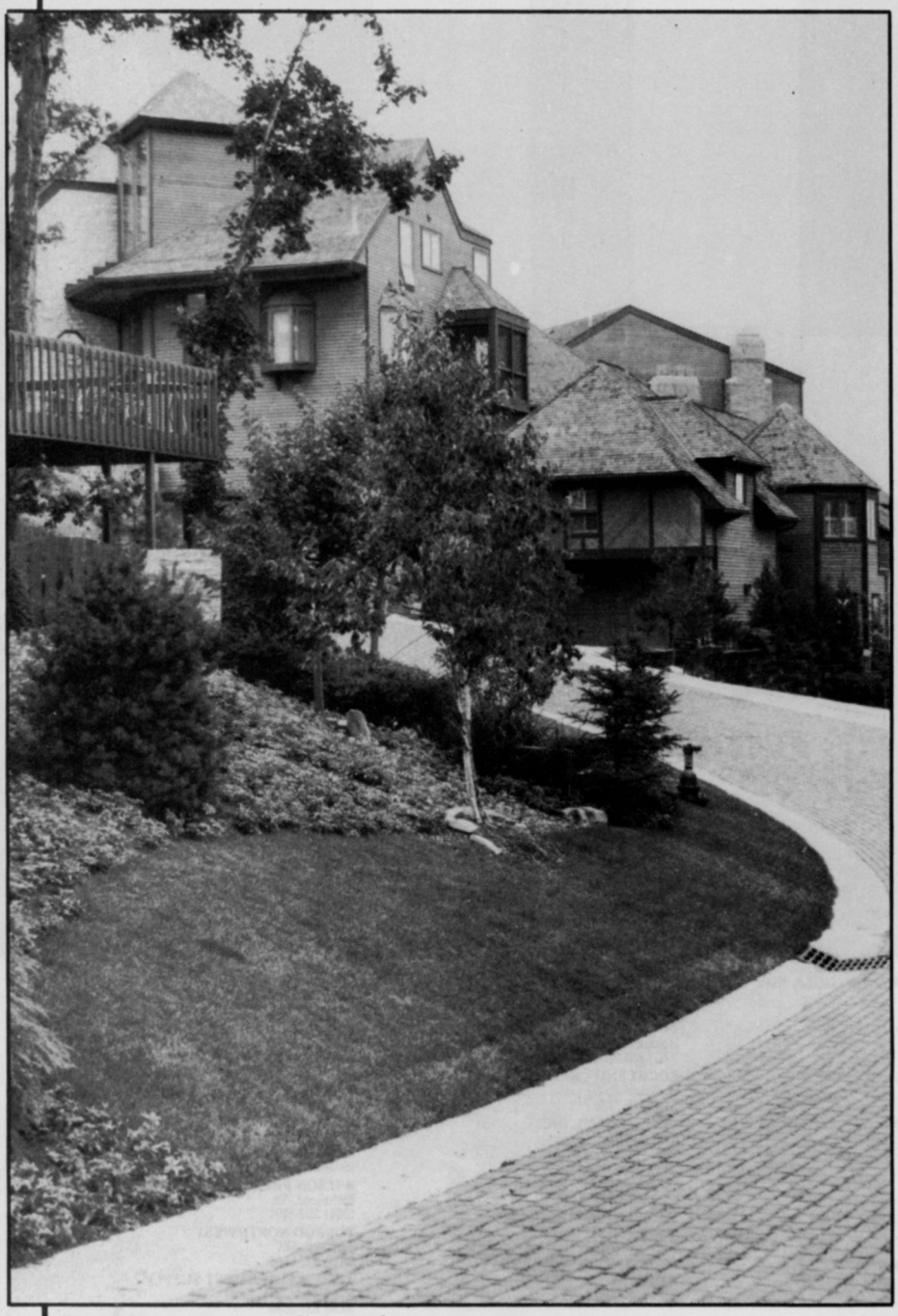
LANDSCAPE MANAGEMENT

Shore beautiful

Cashelmara, a beautiful condominium development on the north coast of Lake Erie, maintains design integrity despite personal preferences of the people living there.



Cashelmara *in Bay Village, Ohio.*

The seed was planted about three years ago. The result? A beautiful $300,000 landscaping plan for Cashelmara—Stone House by the Sea in Bay Village, Ohio.

The plans for landscaping Cashelmara, the $30 million, 110-unit development stretching nearly 13 acres along the Lake Erie shoreline just west of Cleveland, were developed when designer/architect Robert Corna visualized a design that would enhance an already beautiful site.

He decided to keep the natural wooded theme and make the property flow evenly throughout the development, while at the same time giving the unit owners their personal effects. The theme would call for just the proper combination of trees, shrubbery, and ground cover to make up fo the area cleared away for construction.

Tree and shrubs

Working with a hilly, rolling terrain, they used about 400 trees which are expected to achieve the original wooded effect in the next five to ten years. They used three-inch caliber, 12- to 15-foot black locust trees. Other tree combinations included 6- to 15-foot white and Austrian pines, 5-foot Canadian hemlocks and plenty of flowering dogwood. Pine oak, sugar maple, and Norway maple were also planted to gain rapid shade cover. So, in about 10 years, evidence of the original construction will have disappeared.

Shrubbery was also used to produce the overall wooded concept Corna's crews had originally planned. They planted 250 white and lavender rhododendrons,300 azaleas, 75 viberum, and some red twig dogwood, each between three- and five- years old and 36 to 40 inches tall.

English ivy and purple leaf winter creeper, selected for their appearance and erosion control capabilities, were

continued on page 66

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SHORE *continued from page 66*

used as ground cover on the slopes and hills.

The No.1 problem

One of the most difficult assignments in laying out the landscaping plan was to meet individual owners to deal with their preferences for personalized courtyards while remaining true to Cashelmara's overall design theme.

Each courtyard was designed with the owner in mind and based on concepts developed after meeting with each to discuss walkways, steps, and the planting effect. While the owner might prefer an Oriental or formal garden, the landscape plan still introduced the overall effect while adjusting to fit the owner's needs by planting hedges of azaleas or Japanese rhododendrons.

Each courtyard was designed with the owner in mind.

In addition, the steep rolling hills made it necessary to build retaining walls of gray field stone, so more than 5,000 railroad ties were integrated into the property's design.

By phases

The landscape concept called for Cashelmara to be handled in phases and, as six buildings were completed, the crews then moved in and cleared off the property, graded, regraded, and planted. While moving on to six new building areas, they would be maintaining the back six.

Corna is also considering the installation of a Leaky Pipe underground irrigation system. Because of the complexity of Cashelmara's terrain—the landscape beds, wood decks, and close living quarters—above-ground watering systems are considered an impossibility. Conventional spray systems are unable to direct their flow to exact locations while the capillary action from within the Leaky Pipe system directs and controls water flow.

With Cashelmara, Robert Corna and Associates and Cashelmara Company appear to have pulled off the impossible: maintaining the integrity of a large multi-family landscape while serving the peculiarities of individual clients. **WT&T**

Griswold markets 390 system for large jobs

Griswold says its new System 390 computer-assisted irrigation control system is easy to use even though it's designed for complex irrigation jobs such as golf courses and municipalities.

English (no symbols or decoding) is used on the display screen to tell which valves or groups of valves are actuated at any given time. Griswold says that since the valve groups are independent of wiring the System 390 can irrigate in any sequence. Just type in the sequence using any valves in the system.

Duration, sequencing, and days of operation are handled for 30 valves on one screen. All memory is located at the central and is retained up to 10 years without battery backup.

Griswold says only two standard direct burial wires are needed to connect field switching terminals to the central. All switches and contacts are gold-plated to prevent corrosion.

Circle No. 191 on Reader Inquiry Card

Canadian-made ATV all work, no play

The Taurus 650 is the first three-wheeled vehicle designed solely for work, says its manufacturer, Ontario Drive and Gear Ltd. The 656-cc engine is the largest in the ATV industry.

Features of the Taurus include automatic transmission, extended wheel base, heavily-constructed frame, and a longer travel suspension for better control and driver comfort. Ontario Drive and Gear also produces the six and eight-wheel-drive Argo ATVs.

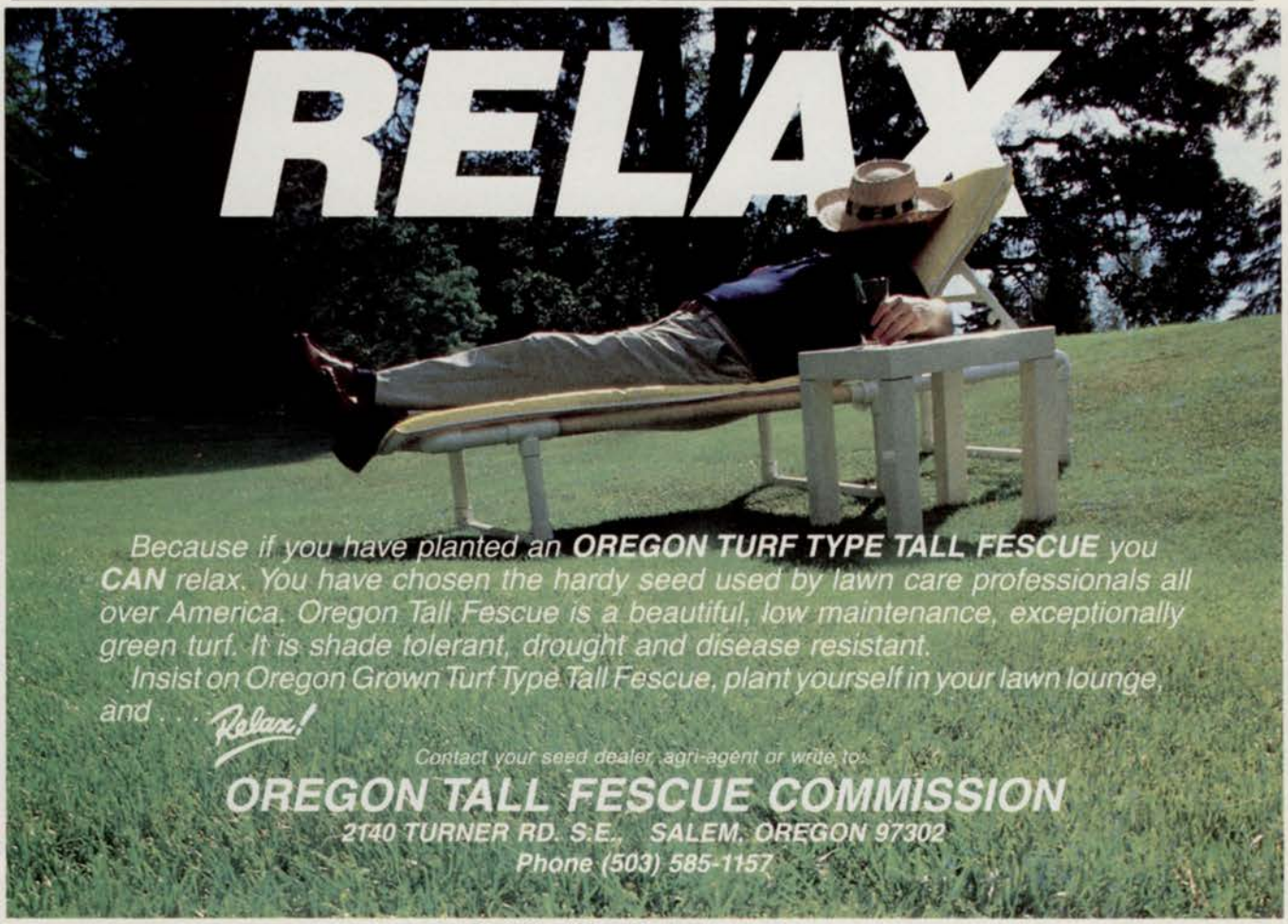
Circle No. 192 on Reader Inquiry Card

Agrotec's new sprayer fits golf trucksters

Agrotec Inc. is offering a new sprayer with a boom that can be mounted behind the tailgate of a golf course truckster.

The boom is hinged so it can be lifted over the tailgate to permit lowering and raising of the tailgate. This also makes it easier to slide the unit on and off a truckster.

The new Agrotec unit uses jet agitation with a diaphram piston pump



Circle No. 132 on Reader Inquiry Card

which permits use of a hose and hand gun at pressures up to 550 psi. Herbicides sprayed through the boom can go up to 250 psi, the manufacturer says.

The unit measures 54 inches long and 38 inches wide and weighs 230 lbs. Boom and hand gun kits are optional equipment.

Circle No. 193 on Reader Inquiry Card

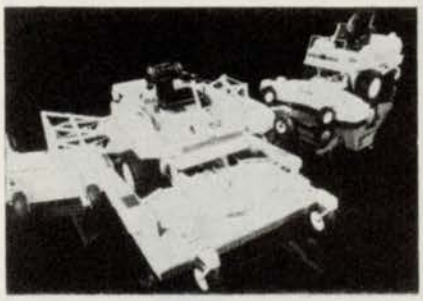
Hustler 320 and 340 strengthen Excel line

Water-cooled Kubota diesel engines power Excel's newest entries into the out-front rotary mower market, the 21.5-hp Hustler 320 and the 28.5-hp Model 340.

Both Hustlers feature oversized cooling systems and high capacity oil coolers, beefed-up main frames, unique subframes with rubber shocks to absorb engine vibration, and dual tail wheels. Also featured is a tandem hydrostatic pump with increased variable displacement.

Both models utilize a newly-designed QuickAttach, two-point tool bar which can handle 20 different attachments. The tool bar also allows the attachments to float independently up and down and from side to side. The tool bar is raised and lowered hydraulically.

The 340's extra horsepower allows it to handle the Hustler Range Winge attachment which can cut a swath 12 feet wide. The 320 has the capacity for a left wing attachment. Both tractors also accommodate the High Lift Bac Vac.



Circle No. 194 on Reader Inquiry Card

Ford 67-hp tractor available with backhoe

Ford has introduced its new 655A tractor-loader-backhoe, available with a 15-foot backhoe. The 655A is powered by a 256-cubic inch, naturally-aspirated, four-cylinder diesel engine.

The new model also features a new synchronized, 4x4 power-reserving torque-converter transmission. The load lift arms are lengthened by 3½ inches and the load lift capacity increased to 5,250 lbs.

Circle No. 195 on Reader Inquiry Card

Wherever man molds the earth to his purpose, Ditch Witch is there.

The Ditch Witch 4010 trencher, equipped with an A420 backhoe;

the best selling 40-HP-class trencher in the world.

The Charles Machine Works, Inc., P.O. Box 66, Perry, OK 73077-0066, (800) 654-6481

EVENTS

NOVEMBER

National Institute on Park & Grounds Management, Nov. 3-7. Holiday Inn World's Fair & Convention Center, Knoxville, Tenn. Contact the National Institute, Box 1936, Appleton, Wis. 54913. (414) 733-2301.

New York Turfgrass Conference & Show, Nov. 6-8. Rochester Convention Center. Contact Ann Reilly, 210 Cartwright Blvd., Massapequa Park, N.Y. 11762. (516) 541-6902.

Penn State Golf Turf Conference, Nov. 11-13. Keller Conference Center, Penn State University, University Park, Penn. Contact Dr. Joseph Duich, Department of Agronomy, 21 Tyson Building, University Park, Penn. 16802. (814) 865-9853.

Northern California Athletic Field Management Seminar, Nov. 12-13. San Francisco Airport Holiday Inn. Contact Rick Ruiz, P.O. Box 1985, Novato, Calif. 94948. (415) 898-1281.

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NEW ... HARLEY
Double Roller Landscape
POWER RAKE

PULVERIZES, LEVELS & RAKES ROCK, roots and other trash. Double Roller gives deeper penetration and allows moving of several windrows into one for faster pickup. **New scarifier.** Also ask us about Harley Rock Pickers.

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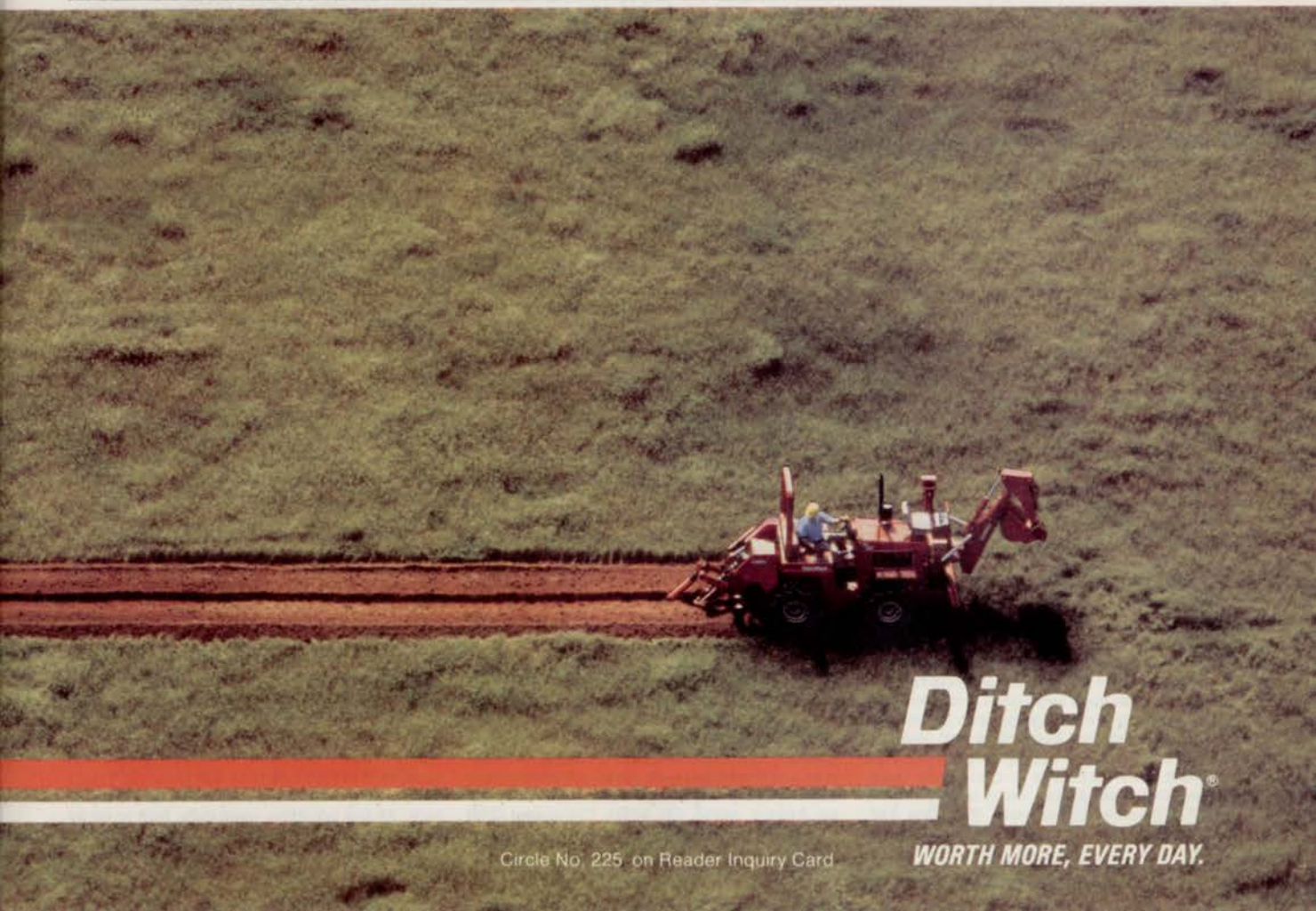

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CLASSIFIEDS

RATES: $1.00 per word (minimum charge, $25). Bold face words or words in all capital letters charged at $1.25 per word. Boxed or display ads: $85 per column inch-1x (one inch minimum); $80-3x; $75-6x; $70-12x. Agency commissions will be given only when camera-ready art is provided by agency. For ads using blind box number, add $5 to total cost of ad. Send ad copy with payment to Dawn Anderson, WEEDS TREES & TURF, 1 East First Street, Duluth, MN 55802 or call 218-723-9200.

BOX NUMBER REPLIES: Mail box number replies to: WEEDS TREES & TURF, Classified Ad Department, 120 W. 2nd St., Duluth, MN 55802. Please include box number in address.

BUSINESS OPPORTUNITIES

WANT TO BUY OR SELL a golf course? Exclusively golf course transactions and appraisals. Ask for our catalog. McKay Golf and Country Club Properties, 15485 N. East Street, Lansing, Michigan 48906. Phone (517) 484-7726. TF

Help Wanted

HORTICULTURIST-ARBORIST. Seeking Manager for growing tree care company. Require five years of well developed sales and management skills plus ability to expand existing operation. Manager will have opportunity to buy into company. Send resume to T.D., P.O. Box 670121, Dallas, Texas 75230. 10/85

Construction supervisor for golf and large turf irrigation jobs. Dynamic, young company seeking conscientious, hard driving individual with solid background. Starting pay mid 20's, expenses, benefits. Send resume to Richard Embry & Company, Inc., P.O. Box 392, Shelbyville, Kentucky 40065. TF

SALES-UPSTATE NEW YORK—Jacobsen distributor requires additional sales personnel due to growth and expansion. Must have experience in turf equipment. Enthusiastic self-starter will find this an excellent opportunity. Salary, commission, bonus, vehicle and full benefit package provided. Please send resume to S.B. Moffett Company, Inc., Thruway Park Drive, W. Henrietta, NY 14586. (716) 334-0100. 10/85

GENERAL MANAGER—Fast moving and well respected arboricultural firm looking for bright, energetic, dedicated and responsible person. Self-starter to head new sales, personnel management, field operations, contract bidding and negotiations, and full supervision for all manpower and equipment. Applicants must have horticultural background, college degree, direct practical experience, and computer knowledge preferred. Salary commensurate with background. Good company benefits with strong growth potential. Send resume with salary history (Mandatory) in strictest confidence to WTT Box 369. 10/85

Assistant Manager wanted for a growing landscaping company in Southern Vermont, must have working knowledge and experience in all phases of landscaping. This could be a year-round position for the right individual. Write for complete job description: Homestead Landscaping Co., P.O. Box 125, Bondville, VT 05340. 10/85

CAREER OPPORTUNITIES—Cal Turf, a leading producer of quality turfgrass sod is accepting applications for positions in production. Education and or experience in the turf or agriculture industry required. Ability to speak Spanish preferred. Experience in managing employees and operations with a working knowledge of farm and/or turf equipment is essential. Excellent growth potential. Cal Turf is an employee owned company offering a complete benefit package and company stock. Please send resumes with salary history to: CAL TURF, Personnel Department, P.O. Box 840, Somis, CA 93066. 10/85

SPECIALTY CHEMICAL SALES

A national organization has an immediate opening for an Agchem Sales and Marketing Specialist with five years experience. Knowledge of industrial herbicide sales beneficial. Travel required. EOE M/F. Salary commensurate w/experience. Write:

ARBORCHEM
P.O. Box 1567
Fort Washington, PA 19034

PRODUCTION MANAGER: Progressive landscape contracting firm in Austin-San Antonio, Texas seeking experienced individual to manage and coordinate installation, irrigation and maintenance divisions. Degree in related field, self-motivated and public relations ability. Salary and benefits. Send resume and references in care of WTT Box 368. 10/85

CONSERVATORY DIRECTOR—Professional position responsible for managing the horticultural, business, personnel, and educational operations of a municipal conservatory and garden center. Salary $29,182 after one year, excellent benefits. B.S. degree in horticulture or related, four years of horticultural experience including one year of managing a conservatory or greenhouse preferred. Send resume to Dave Capel, Columbus Recreation and Parks Department, 90 West Broad Street, Columbus, Ohio 43215 10/85

SALESPERSON TURF PRODUCTS

Sales position with growth opportunity. Bachelors' degree in agronomy or related field, 3-5 years experience selling to professional turf care market. Knowledge of East Coast helpful. Excellent compensation and benefits. Direct resume to:

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COME GROW WITH US! Fast-growing company is seeking individual well versed in identifying and solving insect, disease, nutrient and environmental problems—turf, trees and shrubs. Houston, Texas. Send resumes to P.O. Box 1143, Bellaire, TX 77401. 10/85

FOR SALE

LAWN SEED. Wholesale. Full line of top quality grasses. Improved bluegrass varieties, fine fescues and fine bladed ryegrasses. We specialize in custom mixing. Oliger Seed Company, 2705 Wingate Avenue, Akron, OH 44314. Call collect (216) 753-2259. TF

TREE FERTILIZATION GUN, tested on over a million square feet of trees and shrubs all over the U.S. Good to 500 psi, repairable, non-corrosive. Buy direct from manufacturer, $95.50. Arbor-Nomics, Inc., 5634-A Buford Highway, Atlanta, Georgia 30071. (404) 447-6037. TF

For Sale—Hydraulic auger-Hex shaft (Danuser) for hookup to backhoe or aux. 3-point PTO driven pump with hydraulic reservoir, 36", 24", 18" augers excellent condition $2,500.00. Call 215-323-3560. 11/85

Established landscape contracting business located in Central Minnesota. Willing to sell any single equipment, or all as a package. Must see to appreciate! Loaders, trucks, tractor, special attachments and many tools, snow equipment. (612) 263-6111 or write Box 235, Becker, MN 55308. 10/85

Douglas Fir, Scotch Pine and Quebec Plantation Balsam. Reliable, Consistent Quality. Two convenient loading areas: So. of Wilmington, DE and So. of New Brunswick on NJ Turnpike. PLANTATION CHRISTMAS TREES, 2132 Oreville Rd., Lancaster, PA 17601. Call 717-397-9236 9-8, Mon-Sat. 11/85.

BROUWER HARVESTER OWNERS! ELECTRIC DEPTH CONTROL. Save time and money with improved quality control. Make depth-of-cut adjustments, on the move, with one button finger tip control. Allows you to cut longer rows through varying soil conditions. $795.00. Write or call: Shattuck Turf Equipment, 1872 N.W. 82nd, Des Moines IA 50322, (515) 278-5255. Patent pending. 10/85

BALL BARRIER NETTING: Made of olefin fibers. 6 ½ feet and 25 feet high. Strong and tough. Will not rust. Easy to handle. For Driving Ranges and Golf Courses. Keep golf balls from straying off-course. J.A. Cissel Mfg. Co., P.O. Box 339, Farmingdale, NJ 07727. 1-800-631-2234. TF

Replacement parts that fit **BOBCAT, BUNTON, KEES, EXMARK, ETC.** Main drive belt. **DUMP-CATCHER.** Over 100 items in our new catalogue. Call 1-800-428-8004. Preco Distributors, 2400 Boston Rd., Wilbraham, MA 01095. 3/86

For Sale—Reinco 1000 gallon Hydroseeder mounted on 1974 International truck in good condition. Call 215-323-3560. 10/85

Spyder Forklift Parts—Mobile Lift Parts has replacement parts for your Spyder. Torque hubs also available. Call or write: Mobile Lift Parts, 5402 Edgewood Rd., Crystal Lake, IL. 60014. 815-455-7363. 12/85

1979 SPYDER FORKLIFT, good running condition $7,900. Green Valley Turf Farms, Inc., Box 163, Canfield, Ohio 44406. 216-533-3354. 11/85

FOR SALE—1983 Harley Rock Picker, 12' Rock Windrower, used one project only, in Phoenix, Arizona. Both units - best offer. Gundersons, Inc., Rapid City, SD 605-343-6530. 10/85

Spray Trucks. 1977 GMC C-65, 800 gallon Finn tank. 1978 IH 1600 Loadstar, 800 gallon Finn tank. 1978 Chevy C-50, 3 year old 1120 gallon Wanner tank. All fine condition, used daily, built to spray granular slurry. 303-233-5296. 12/85

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FOR SALE—Complete Chemical Mixing Plant including two 2000 gallon round poly tanks, two tokeim meters, one neptune water meter, valves and hoses. Reasonable. Will take best offer. Contact Tom (516) 234-8282. 10/85

53' Hi-Ranger with dumping chip box, Tool boxes, Hyd. Tool Lines, on 1979 GMC, new 350 engine and clutch $23,000. Excellent condition. 519-735-8747 after 6 pm. 10/85

HYDRO-MULCHERS AND STRAW BLOWERS New and used. **JAMES LINCOLN CORPORATION,** 3220 S. Jupiter Rd., Garland, TX 75041. (214) 840-2440(TX), (800) 527-2304 (except TX) TF

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Richer's returnable pallet system for your Princeton or Spyder. No more skids. Save$$$. For more information call or write.

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USED EQUIPMENT

MOWER-HUSTLER; Model 275. good condition. Two yrs. old. 72" deck. Engine, transmission, and pumps rebuilt this summer. Trailer included. $4,750.00. 205-988-3310. 10/85

LEAF VACUUM-GIANT VACUUM: Pulls behind truck. 30hp Wisconsin Engine. Less than 200 hrs. Great condition. Excellent for municipalities or Lawn Care Capacies. $4,100.00. 205-988-3310. 10/85

For Sale—2 Ryan Greensaire aerators. One complete and in good condition; second is for parts but could be reconditioned. Total cost for both $1,800. Call 321-773-0661. 11/85

TRACTOR AND COMBINE. STAINLESS STEEL, LIKE NEW. DISPERSES LIQUIDS, SOLID CHEMICALS, SEEDS, AERATES AND ROLLS. INCLUDES TRACTORS, TRAILERS, PLUS MANY SPARE PARTS. FITS THRU ANY STANDARD GATE. ALSO PORTABLE AERATOR. WRITE: P.O. BOX 44, WINCHESTER, MA 01890, OR CALL (617) 245-1476. TF

1000 gallon FMC tree sprayer, newly epoxy steel tank, V65 Wisconsin engine used only 2 seasons, Hannay hose reel and motor mounted, reconditioned, ready to spray, $9,800.00 firm, Toledo, Ohio (419) 865-7071. 10/85

BUCKET TRUCKS, straight stick, corner mount and knuckle boom cranes. Sprayers, chippers, dumps, stakes, log loaders, crew cab chip box dumps, railroad trucks. 50 in stock. Sold as is or reconditioned. Opdyke's, Hatfield (Philadelphia area). 215-721-4444. TF

18" Giant Vac, Rockwell clutch, White 65 HP diesel on a 30' trailer with 20' x 8' lifting box, hydraulic 10' boom. Used for leaf pick-up, clipping, debris removal. Entire unit 12K, or parts. Call 217-529-5692. 11/85

NEW and USED EQUIPMENT — Asplundh, Hi Ranger and Lift-all forestry bucket trucks, Chipmore wood chippers. Mirk, Inc., (216) 669-3567, (216) 669-3562, 7629 Chippewa Road, Orrville, Ohio 44667. TF

SPRAY TRUCK-1985 INTERNATIONAL HARVESTER. 1654 Loadstar Diesel with 1250 gallons stainless steel 2 compartment tank and PTO driven pump. Four units available - one for lawns, one for trees, and two combination units. Only six months old, 3,000 miles. For cash, or just pay balance of lease payments. Call 516-466-0100. 10/85

TREE TRIMMING EQUIPMENT--Aerial basket trucks with chip boxes and chippers (1970-1975). Priced to sell--offers accepted. Call (218)724-7622, or write ATS, P.O. Box 3280, Duluth, MN 55803. TF

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WANTED

Wanted to buy **HYDRO SEEDER**. Please send photo. Johnson Hydro Seeding Corp., 13751 Travilah Road, Rockville, MD 20850, 301/340-0805. TF

Wanted: Golf Course in need of new or used replacement parts for Buckner FC Series centrifugal irrigation system. Call (305) 499-7334. 10/85

WANTED: Large Lindig and Royer Shredders. Lewis Equipment, 320 Third Street S.W., Winter Haven, FL 33880. (813) 294-5893.

MISCELLANEOUS

KELWAY® professional **SOIL ACIDITY** and **SOLUBLE SALTS TESTERS**, available from distributors nationwide. HB-2 and SST brochures from **KEL INTRUMENTS CO., INC.**, P.O. Box 1869, Clifton, NJ 07015. (201-471-3954). 10/85

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People, people, people...

If there is one problem every landscape manager has, it's people. Whether you are a golf course superintendent, a landscaper, a cemetery manager or lawn care operator, you've got to have competent people working on the grounds. And they're not always easy to find.

The Associated Landscape Contractors of America, to that end, has taken the problem back to its roots. Why aren't there enough people to service the green industry? Because they are being eaten up by other industries. The people at ALCA have had the foresight to see that, if the green industry is to continue to grow, it will have to compete not only within itself, but also with big business, the computer industry, science, and government for intelligent, hard-working people. So recently, ALCA published a small but impressive brochure called "The Landscape Industry: Growing Careers for You!"

For the interested high school student, it contains information on college courses needed for a career in the landscape industry, details about co-op courses, employment listings, and what some former students say about the industry.

It's a story that must be told, if the green industry is to survive and—more importantly—grow.

To receive copies of this brochure, write or call the ALCA headquarters at 405 North Washington St., Falls Church, Va., 22046; phone (703) 241-4004.

Next month, in deference to the upcoming annual convention of the Professional Lawn Care Association of America, we'll take a look at what some of the nation's top LCOs think about their people problems.

...and more people

Speaking of good people, some northern Ohioans were extremely patient in helping photograph the cover of last month's "Guide to Landscape Management." Ron Zaleski of Hilliard Lakes Country Club, Westlake, let us interrupt some of his members long enough to take some photos. Brian Zergott of Zergott Landscaping, North Olmsted, lined us up at the home of Carol and Bruce Meade, Westlake, who—in turn—were very cooperative. And John R. Kramer of Kramer Nursery let us have the run of the place. Thanks to all.

Jerry Roche

Jerry Roche, editor

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Jack Nicklaus may never play your course, but we can help you put your turf grass in just the condition he loves. Jack's been a spokesman for Par-Ex® fertilizers with IBDU® for many years. Par-Ex fertilizers are used on Muirfield Village Golf Club, his home course, as well as most of the other courses he has designed.

Why do Par-Ex fertilizers with IBDU produce such extraordinary results? Here's several key reasons:

1. IBDU, by itself, is 90% WIN which makes it extremely safe for turf grass application.
2. IBDU, by itself, is 100% available to turf grass in one growing season.
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Contact a Par-Ex distributor and let him recommend a Par-Ex program for you.

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Jack Nicklaus

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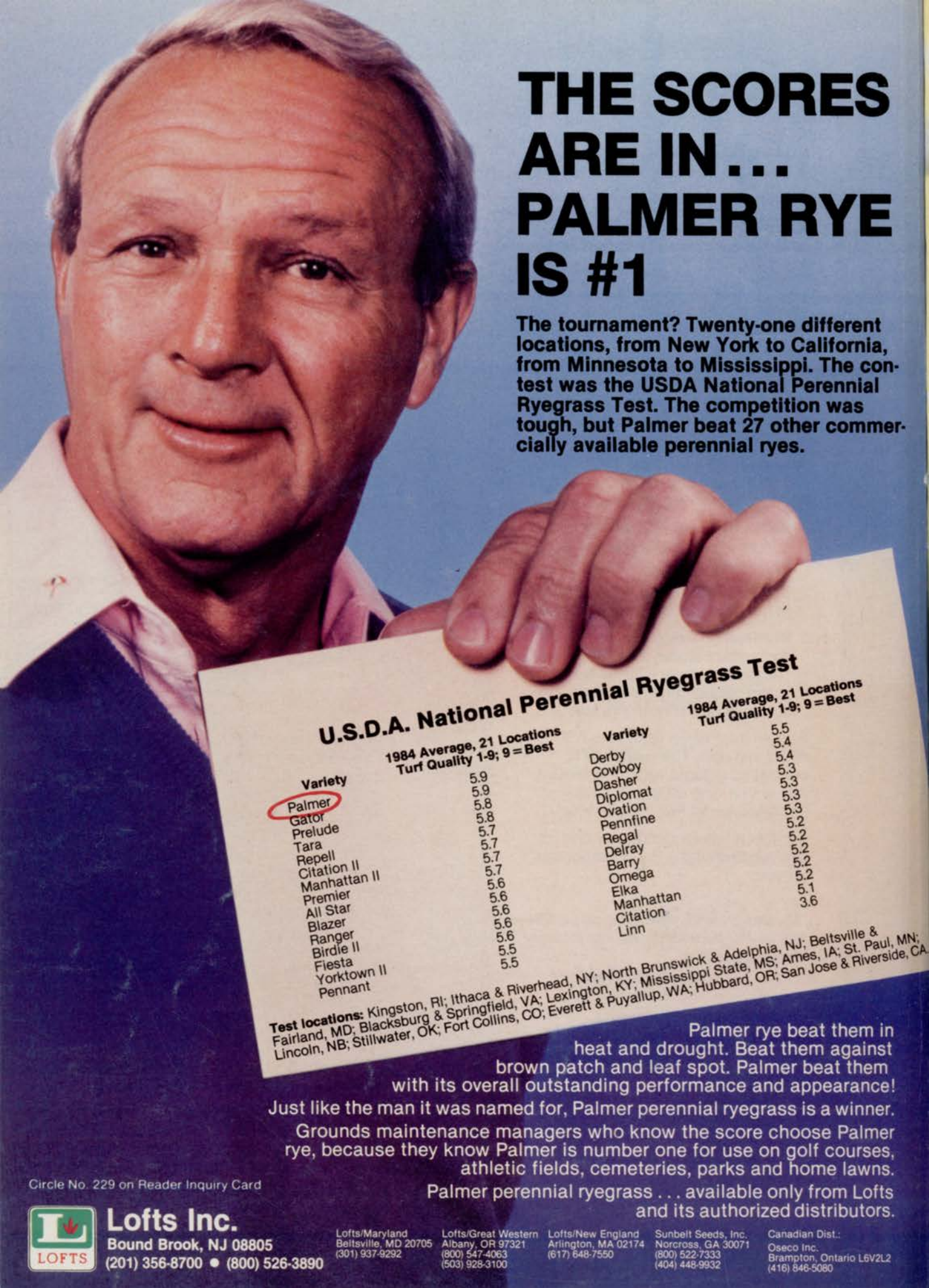
THE SCORES ARE IN... PALMER RYE IS #1
The tournament? Twenty-one different locations, from New York to California, from Minnesota to Mississippi. The contest was the USDA National Perennial Ryegrass Test. The competition was tough, but Palmer beat 27 other commercially available perennial ryes.
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Variety
1984 Average, 21 Locations Turf Quality 1-9; 9 = Best
Palmer 5.9
Gator 5.9
Prelude 5.8
Tara 5.8
Repell 5.7
Citation II 5.7
Manhattan II 5.7
Premier 5.7
All Star 5.6
Blazer 5.6
Ranger 5.6
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Fiesta 5.5
Yorktown II 5.5
Pennant
Variety
1984 Average, 21 Locations Turf Quality 1-9; 9 = Best
Derby 5.5
Cowboy 5.4
Dasher 5.4
Diplomat 5.3
Ovation 5.3
Pennfine 5.3
Regal 5.3
Delray 5.2
Barry 5.2
Omega 5.2
Elka 5.2
Manhattan 5.1
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Linn
Test locations: Kingston, RI; Ithaca & Riverhead, NY; North Brunswick & Adelphia, NJ; Beltsville & Fairland, MD; Blacksburg & Springfield, VA; Lexington, KY; Mississippi State, MS; Ames, IA; St. Paul, MN; Lincoln, NB; Stillwater, OK; Fort Collins, CO; Everett & Puyallup, WA; Hubbard, OR; San Jose & Riverside, CA.
Palmer rye beat them in heat and drought. Beat them against brown patch and leaf spot. Palmer beat them with its overall outstanding performance and appearance!
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Grounds maintenance managers who know the score choose Palmer rye, because they know Palmer is number one for use on golf courses, athletic fields, cemeteries, parks and home lawns.
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